

RADIO

SCREEN

STAGE

# VARIETY

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72 PAGES

## CHORUS GIRL SHORTAGE

### S.O. of N.J. Sends Lombardo Roadshow And Shorts on 1-Niters to Sell Oil

Standard Oil of New Jersey will bankroll the Guy Lombardo band on a five weeks or more tour of one-nighters to ballyhoo a new petroleum product. Itinerary will take in the key cities of some 15 states, in which the company has distribution. Besides the Lombardo unit, the barnstorming troupe will include singers and specialty dancers. Show is plotted to run two hours and will also offer a half hour of short subjects.

Deal with Lombardo was closed by the Jersey refiners direct. McCann-Erickson, agency for the SONJ account, had for weeks been negotiating on the subsidized roadshow idea with Paul Whiteman, when the petrol district decided suddenly to handle the proposition itself. Standing in Whiteman's way was his Kraft-Phenix contract which stipulates that he originates the Thursday night broadcast from New York. Railroad charges

(Continued on page 66)

### MUSSOLINI'S FILM BID FOR CAPRA TO DIRECT

Rome, Nov. 5. Premier Mussolini is angling to get Frank Capra, Columbia director, to make a picture in Italy based on an original by Il Duce. Venture will be government-financed and is part of a plan to boost the local film industry into the world limelight.

Mussolini is said to favor Capra because of latter's record and his Italian birth, which is supposed to give him an edge in depicting Italian life on the screen.

Nate Spiegel of Columbia's home office said he knew nothing of the Mussolini offer, but added that such a deal would be handled direct with Harry Cohn on the Coast.

### Erie Gets First Legit Since 'Abie's Irish Rose'

Erie, Pa., Nov. 6. "Green Pastures" played to capacity at two performances at Sheas' here at \$2.20 top. Native must have dug into the mattresses, as all theatres played to capacity on that date.

"Pastures" is the first legit show to hit town since "Abie's Irish Rose" loomed theatrical records by playing four weeks. Vance Minton, Sheas' manager, is looking over the books and hopes to land another legit attraction before Thanksgiving. He's working on "A Wilderness," with Leo G. Carroll.

Town is so show-hungry that Indians with a sawbuck were hitting for Cleveland last week to catch "As Thousands Cheer" at the Hanna.

### Would-Be Grunter

Walter Dars Wahl, knockabout comedian in "Life Begins at 8:40," doesn't believe there's a future on the stage.

Under the management of Jack Curley, impresario of the grunteria, Wahl is training to be a wrestler at George Bothner's gym in New York.

### FAIR'S FINALE COST CHI PIX \$500,000

Chicago, Nov. 6.

Closing two weeks of the Chicago World's Fair cost the exhibitors of this town \$500,000, according to the most conservative estimates among local film men. Whereas the Fair had generally built up trade during the main portion of the season, the closing weeks hurt because of the number of people who flocked out to the grounds for the final curtain. All dailies were giving the Fair front page publicity and editorially urging the public to attend while they still had a chance.

In many of the nabe houses business was off around 50% for the final two weeks, while the last few nights saw business drop to practically nil.

### CHARLOTTE OFAYS CHEER MILLS BROS.

Charlotte, N. C., Nov. 6.

Mills Brothers appearing locally with Tiny Bradshaw to play a dance made a special broadcast from Station WBT. Station exploited the event and drew a big attendance of both whites and negroes.

Unusual circumstances of the whites in station audience cheering the negro quartet is believed to be something of a precedent hereabouts.

### SOVIET'S U. S. TALENT SCOUT

Soviet Government has appointed Alexander Basy Its American talent scout and booker, with instructions to dig up all available artists for vaudeville, circus, concert and other appearances in Russia.

Basy has opened official offices under the name of Amuse in the KRO building. He was formerly general manager of the Russian Grand Opera company in New York.

### HOLLYWOOD COPS BEST B'WAY GALS

#### Acute Shortage Holding Up Some Shows—Tough to Find Girls Who Can Hoof

#### SALARY SLIDE

For the first time, Broadway is crying for good chorus girls. There's such an acute shortage of the better type of comely gals who can hoof that musicals on the way in are stymied and puzzled as to how to proceed.

Broadway is now considered a poor second to Hollywood in the way of chorines. Several other reasons for the shortage are offered, including the disappearance from the Broadway scene of men like the late Pie Ziegfeld, Earl Carroll and others of that beat-picking school.

Pointed out that in the old Ziegfeld-Carroll days the lavish show producers were constantly on the hunt for lookers and even went into the sticks to find them. Now that isn't done. Although Carroll and George White are still functioning they produce but an occasional show and both have their eyes on Hollywood just as much, or more, than Broadway.

When Ziegfeld was around girls got as high as \$125 a week, the opposition producers being forced

(Continued on page 66)

### Alex Tells 'Em, Gets Told

#### Woolcott's Cleveland Stand a 4-Day Burnup — Wisecracks and Insults

Cleveland, Nov. 6.

Alexander Woolcott, here for a department store's book-week campaign, started out to make the town Woolcott-conscious and wound up in a four-day controversy by burning up every clubwoman and newspaperman with sizzling remarks.

Calling one prominent book critic a "big pumy," he said that he thought William F. McDermott of the Plain Dealer the best dramatic critic in the country now, "although there isn't any vitality left in the field of dramatic criticism."

Speaking before a women's club, Alex shamed them cold when a female member asked his opinion about honesty. "When a man talks so much about honesty," he replied,

### Sherlock Cameras Tag Repeaters In Seething Cal. Voting Today

#### False Alarm

Friends receiving correspondence from Irene Castle McLaughlin have been alarmed at the black-edged stationery. Inquiry developed the mourning was for a pet dog.

### GUILD GOING CIRCUS FOR COHAN

Baltimore, Nov. 6.

The usually reserved Theatre Guild is letting down its hair in the manner in which it is exploiting the road tour of "Ah, Wilderness!" Charles Washburn is advance p. 4 for the O'Neill piece.

Ballyhoo play is getting decidedly circuity, and is to an extent, a throw-back to days of minstrelsy and rep tours. And all with beaming approbation of the Guild and the play's cast. In single and twin-nite stands and splits, street parades will be held, brass bands will march it up when troupe comes into depots, etc.

In the larger towns, where week

(Continued on page 12)

Hollywood, Nov. 6. Use of films to check up on floaters and repeaters in hard fought elections may become general through idea of a rabid anti-Sinclair here, to be given its first tryout in tomorrow's (Tuesday) election. Thinker-upper found out that investigators had uncovered numerous illegal registrations in various precincts, with the padres apparently being Sinclair supporters who figured to cast as many votes as possible for the Socialist-Democrat gubernatorial candidate.

Checking with Republican and Democratic leaders opposed to Sinclair, the anti-Sinclair rooster picked out six precincts that apparently were flooded with illegal registrations. He will station a cameraman at each one of the polling places, with instructions to get a snapshot of each voter who is challenged when he arrives to cast his ballot.

Photographs will be taken by a "canard camera," a small Leica which snaps photos on regulation motion picture film for about 1c. each. (Continued on page 12)

### COAST PATRONS BOO SCREEN VOTER TALKS

Hollywood, Nov. 6. Small riots and boos, with customers demanding their money back in numerous Fox West-Coast and Indie houses last night (Sunday), may result in canceling voter interview reels.

Audiences resented what they considered anti-Sinclair trend of films.

#### Bringing Back G. V.

Greenwich Village feels that now's a good time to "revive" itself and to that end a Little Old New York Association has been formed to re-popularize what will be ballyhooed as New York's Left Bank.

Village niteries are joining with the other Bohemian enterprises to bring back G. V., with Lee Finner parroled as p.a. to exploit the sector, as he also did on behalf of the Marlowe nite life belt.

#### Radio Voting

Some radio mafias (of secondary importance) picked up extra coin electioneering for the various candidates through the mike entertainment angle.

Imitations of Kate Smith, Bernice, Amos 'n' Andy and Valley were the most popular, as the spellbinders on traveling trucks, loud-speakers through the pa systems that "Hello, everybody; this is Kate Smith speaking and asking you to vote for Emil Gans."



# RADIO SPLITS MENNONITES

## Chain Income from Time Sales

NBC

	1934	1933	1932	1931
January	\$3,373,928	\$1,669,886	\$2,636,447	\$2,628,860
February	2,197,207	1,742,754	2,571,009	1,924,778
March	2,476,400	1,907,463	1,864,783	1,164,434
April	2,385,118	1,690,177	2,046,442	2,196,880
May	2,472,594	1,663,587	2,306,448	2,161,625
June	2,182,742	1,612,139	2,061,468	1,931,168
July	1,264,420	1,379,903	2,525,435	2,627,975
August	1,786,555	1,467,743	1,745,338	1,902,427
September	1,260,164	1,555,606	1,807,795	1,951,826
October	2,776,847	2,130,046	2,002,773	2,319,091
Total	\$22,305,162	\$16,939,828	\$22,556,451	\$29,534,901

CBS

	1934	1933	1932	1931
January	\$1,505,946	\$941,445	\$1,348,842	\$692,114
February	1,357,828	884,977	1,819,414	750,821
March	1,524,904	1,616,102	1,436,650	1,110,526
April	1,271,601	775,488	1,254,502	1,076,108
May	1,258,887	624,266	1,076,944	1,065,362
June	925,920	553,056	916,330	1,057,280
July	636,220	445,414	591,182	877,366
August	605,230	499,888	140,342	774,518
September	100,491	847,203	635,183	947,138
October	1,752,801	1,125,793	972,368	1,099,717
Total	\$11,500,714	\$7,413,393	\$10,480,708	\$9,450,628

## Columbia Time Sales in Whirlwind Pickup of 56% Over October, 1933; NBC's Two Networks, \$2,776,947

Both Columbia and NBC last month exceeded all estimates of what the webs would take it from time sales. CBS not only bettered its October, 1933, take but established a new monthly high. CBS the past month drew \$1,731,601 from facilities alone, with the figure representing a jump of 56.7% over the gross for October, 1933. Columbia's previous record "take" was the \$1,634,004 for March, 1934. Difference between the latter figure and the network's October, 1933, tally is 34.8%.

With NBC last month's gross of \$3,776,937 meant a 30% boost over its October, '34, level and 20% better than the web fared in October, '33. In October, '33, the revenue from time sales came to \$2,130,946, while in October, '32, the previous October high for NBC, it was \$2,118,627.

The figures are that CBS will this month continue to maintain the October margin of increase. Web for November, '33, took in \$1,277,459, or \$30,000 better than the previous November. NBC should also this month have no trouble repeating its October edge, if not bettering it. In November, '33, tally from time sales was \$2,138,342, while the gross for the preceding November amounted to \$2,415,565.

### NBC SURVEYS HANSEN

Tests Following of Manhattan Book Reviewer

NBC is checking on the listening pull of book talks by Harry Hansen, critic of the New York "World Telegram" which are now a once-weekly sustaining feature of the Woman's Radio Review. Tabbing done through free offer of a pamphlet by Hansen on Twenty Leading Books of the Twentieth Century. The brochure contains a brief view of each of the twenty titles which Hansen thinks every person should read in order to be familiar with the best of the present century provides in literature. The check is by individual stations, through which the booklet can be obtained. It is unusual for NBC to attempt to gauge the response to a sustaining talk like Hansen's, may be that either the chain, the critic himself, or a possible sponsor has other broadcasting plans in view.

### Jacksonson Out of WPEN

Philadelphia, Nov. 5. Rumored shake-up at WPEN which has been brewing since Charlie Stahl took up the management several weeks ago became effective last week, with Lou Jacksonson out as program director.

Going in to replace Jacksonson is Paul Aiger who moves up from the publicity dept.

### FILM MAN IS NEW BOSS OF BOWEN, INC.

Control of Scott Howe Bowen, Inc., has been taken over by David R. Hochreich, who hails from the picture distributing business. Bowen remains in the organization in a sales capacity.

Hochreich intends to concentrate on the production of live and disc programs for advertisers. As the preliminary step in that direction Hochreich has organized a subsidiary company, Famous Producers Corp. This will also continue in the station representation business.

### Stewart Leaves WCAE

Pittsburgh, Nov. 5. Jack Stewart resigns the general managership of WCAE to join Paul Hayman station rep. organization. This firm handles the Hearst stations, of which WCAE is one.

Chester Thomas, WINS, New York program director, has been appointed acting general manager.

### WLW's Talent Quest

Cincinnati, Nov. 5. Station WLW, Cincinnati, has sent Don Beeler and William Stroess to Chicago to dig up talent now that station had taken over three additional hours from mid-night to three leading over pro-time only also ideas and scripts.

## BISHOPS' EDICT BRINGS DEFI

Strictest Sect in America Accepts Church Rules Prescribing Mode of Dress, Manners, and No Automobiles but Rebels At No Radio Rule

### SCHISM

By Bob Posey

Lancaster, Pa., Nov. 5. Splitting wide open one of the most severe religious denominations in the nation is a controversy which has divided long bearded bishops into rival camps and silent, serious congregations into embattled throngs.

The Mennonites, intact since they came to America from Switzerland in 1712, headed their leaders when rubber tread buggies were denied them. They have accepted the dictum barring them from riding in automobiles, and they have obeyed to the letter every ruling the Board of Bishops has issued on the length of shirts, the number of petticoats, the width of a man's hat brim, the number of buttons on his trousers and the length of the beard he must grow. The women have long since bowed to the order making grey the predominating color in their dress and requiring them to keep their heads covered during every waking hour.

But the Mennonites have refused to accept the order telling them they dare not, on penalty of expulsion from their church, have radios in their homes.

### Wordly Messages

The Bishops, breaker of mind in recent years pretended not to notice that in approximately 80% of several thousand Mennonite homes in this section the air waves were carrying in their worldly messages. But they did rebel when one of their ministers began broadcasting daily programs of religious education over Station WGAL in this city.

In the heart of the Mennonite section, the words of Paul Mummert, preaching manufacturer of peanut butter began to be heard in an increasing number of homes. He was the instrument through which dozens of radio receivers were sold in homes which previously would not tolerate them and he began to mass an audience of threatening proportions. However, he was left unmolested to continue his Christian Workers Fellowship program until he began to attract other young Mennonite ministers to the microphone. Then the Bishops stepped in.

Among them was Crusader Moseman's own father, one of the oldest and most respected Bishops of the congregation. He sat silently in the council which temporarily suspended his son from the congregation and denied him of all its privileges.

Moseman was temporarily excommunicated with a period of grace in which to return to the fold. Instead, however, he purchased more airtime over WGAL and took to the waves for full half hour each Sunday, carrying his appeal to an even greater number of his fellow churchmen and creating unexpected sympathy for himself and his cause.

Moseman estimated there are at least 15,000 Mennonites in Lancaster County and probably half that many more within the listening radius of Station WGAL. If his plans, now being formulated and rapidly nearing completion are successfully to plane to buy two half hour programs every day of the week, every week of the year for broadcasting church services from the studios. Newspaper advertisements have already appeared in local paper soliciting support for the

## WSGN, Birmingham, Asks Public Aid In Efforts to Get Tumble from NBC; Would Share with Part-Time WAPI

### Preparedness

Los Angeles, Nov. 5. Studio attachés of KNX, were shivered one night last week when Rev. Dr. Martin Luther Thomas appeared to make a political play in behalf of Merriam's gubernatorial candidacy. He began proceedings by placing a six-shooter on the reading desk. "My life has been threatened," he said, "but I'm prepared."

He sure was, for in addition to the cannon he also was covered by a squad of bodyguards.

Birmingham, Nov. 5.

Appealing to the fans to assist the station get a portion of the NBC programs, Steve Cisler, manager of WBCN, Birmingham, says he has already received around 5,000 letters. Station, few years ago considered as axile ran in Birmingham, has picked up mainly through showmanship and now claims as many listeners as the other two stations.

A couple of weeks ago Cisler decided to take the matter of obtaining some of the NBC programs to the public. Appeals to NBC brought no response. Several announcements were made daily urging listeners who wanted to hear NBC programs over the station to write letters. Cisler said these letters would be taken to NBC and to the advertiser as well.

WAPI now gets NBC programs but is not on a full time basis, sharing with Tulsa, Okla. Because of having to share this time some of the nos programs are not re-estimated in Birmingham and Cisler wants what WAPI cannot use.

In one of his announcements he told the public he was not interested in taking all the programs. He said, however, that local listeners had to take out of town to get Jack Benny, Joe Penner, Eddie Cantor, Paul Whiteman, Ames and Andy, Gene and Glenn, Wayne King, Mary Pickford, Sinclair Minstrels, Ed Wynn, Fred Allen, Ted David, Dangerous Paradise, First Night National Barn Dance, Colgate House Party, Red Skelton, and Caruso Carnival.

In the "News" the other day Cisler broke a four-column ad urging readers to write letters. "We know you like our present programs. But we know you like to hear a great many of the NBC programs now missing in Birmingham because the only NBC station in Alabama is off the air several hours each evening. WBCN is full time on the air. It could bring Birmingham people those programs if enough Birmingham listeners will tell the sponsors the missing programs are really MISSED in Birmingham.

Birmingham is the only large city in the entire nation without full time NBC network programs. There are 400,000 people within easy reach of WBCN in the Birmingham market. Those folks buy the toothpaste, the coffee, the cheese, the drugs, the gasoline and the products making possible the big NBC programs," the ad said in part.

### Scott Stays at WCAU

Philadelphia, Nov. 5.

Alan Scott, who walked out on WCAU last Friday (3) has patched up his financial arrangements and remains at a boost. Understood Scott was unwilling to sign a body-and-soul contract with WCAU artists' bureau at the money originally offered.

Scott has been occupying the Boeke Carter niche and otherwise getting a build-up on station.

project and it was said by Moseman that he'll be ready to go ahead just as soon as funds for the first six months of operation are in hand.

The Mennonites date their origin to the time of the Reformation and a little later and gained their greatest strength in Switzerland and the Puritans came into existence. Led by a stern apostle, Menno, they denied themselves of every indication of vanity, pride and worldly living. After migrating to America they remained true to these precepts through a century and a half, liberalizing very slightly with the changing of the times. Then one branch decided that the Church was slipping, and so created the Reformed Mennonites which are even more severe than the church they deserted. Respected business men and farmers, the Mennonite word is his bond.

They hold much wealth in one of the wealthiest agricultural sections of the country and have migrated into but few other parts of the continent. Aside from the group in Pennsylvania, there are smaller settlements in Virginia and in Ontario, Canada.

Washington, Nov. 5.

Waiver of labor clauses of the broadcasting code for station WHDF, Calumet, Mich., was all out today following reversal of attitude by NRA labor advisory board. Formal approval of exemption is due shortly.

Labor advisory group cashed down following hot conversation between James W. Baldwin, code authority executive officer, and William Collins, special advisor on radio problems. Collins' protest that station is violating code provisions was met by Baldwin's response that the exempt application has been kicking around the NRA since early last spring.

### Bernie Coast Airing

Holiday Inn, Nov. 5.

Bernie Bernie will begin to air from the NBC studio on the Hollywood lot for Nov. 6 and for my next weeks following.

Bernie will double in a reduced Paramount, Kent door.

## Radio Chatter

### New York

WINS installing new equipment in studios and control.

After finishing a short engagement on a commercial over WEEU, Roanoke, Va., Bradley Kincaid returned to Schenectady before moving on to another station, probably in New England.

Margorie McMullen, who plays Annie, the mournful maid of all work in "The Story of a Newborn's Grounded Sister," "Ma Fraser's Boasting House" over WGY, is a member of the Junior League in Schenectady.

Wendy Barrie on Eros Wrangler's "Champagne Cocktails."

Rose Evans' new baritone on WINN.

Andy Korina with Lanny Ross on over WJZ.

Dr. J. S. List, dream interpreter on Venetia account over WOV.

New sky salon studios for WFAS, White Plains will be ready next month.

John Barthel now making the rounds as entertainer for those small dinner parties on Park avenue.

New faces in WOR program department include: Virginia Blake, Esther Messing, Marion Wall and Mary C. Murray. Latter is new assistant manager. Library, which Dr. David Davis placed in the left to enter politics in New Jersey.

Chester Thomas in charge of pep up on dramatic presentations over WINS.

Leon Belasco over WMCA now on Tuesday nights.

Pauline Alpert into Roxy, Nov. 15.

Heat Waves' signed for year by WOR.

Joseph Wapataf late Madison after series of European dates.

Leon Goldstein of WBNX still working on that new radio code for general usage.

Over 50 club dates already set for Member of Congress WOR Arthur Shurman. Extra activities in this department has necessitated additions of Alfred Roth, booking; Ann Franka, club dates and Jane Brown, remote contacts.

Jack Day, of Elton Boys, to open music store close to CBS on Madison avenue soon. Figures he has to other close to station all day, so might as well run a shop between broadcasts.

Lud Gluskin picking his own times for Columbia platters.

Al Mayne completed five hundredth program over WMCA on his "Aunt Sally" commercial.

Dave Freedman to contact fans direct for radio, jokes for a new program, and will pay for all those selected.

Charles Courtney, deep-sea diver and trick locksmith, dramatizing headlines for WHN.

Contest winners on WHN's American program now getting full write-ups in New York houses, which takes them out of amateur class.

Jan Sargent building as solo feature over WMCA.

Lillian Buchman, contralto, sang on the air for the first time two songs poems by Joseph Littal, leader of an NBC house orchestra, with the exception of the piano, on the Women's Radio Review over the red loop.

Floyd Williams on long-distance hop for WOV when he comes to New York every Saturday from Washington, D. C. for his broadcast.

Heinz Alexander new staff artist on WHN, coming from WOB, and being replaced at the latter station by Josephine Zaksma.

Arthur M. Green, songwriter of pre-war era, now pianist for "Singing Circle" over WBNX.

Dorothy Atkins, niece of Paul Weston, in "Moods in Melody" from WMCA.

Operators Oran Bullis and Elmer Grand have switched posts at WHAM, Rochester. Bullis going from control to transmitter and vice versa.

Hilbilly Jack Foy and Hank Kerner, radio stars are vying for audience attention and theatre dates via WHAM, Rochester, WGR and WKLBW, Buffalo, offering comprehensive local sports schedules with 32 programs weekly, exclusive of CBS web sports. Roger Baker, "Doc" Gallop, and Gene Carson are regular members of sports staff during grid season. New nightly summer entertainment results through WKLBW being added.

Walter Amidon, traffic supervisor for WGR and WKLBW, Buffalo, is instructor at Seneca Vocational School course on radio production and studio routine. Course includes scheduling programs, office operation, commercial policy and drama without technical angles.

On Nov. 7, Party Jean celebrates 12 years of broadcasting. Left WTAM last spring and now on WGR, Buffalo.

Bob Brown, former WGR announcer, to Detroit for Ben Bernie broadcast.

Sheila Murphy of Nancy's Shopping News leaves WGR, Buffalo, morning program for western trip. Marie Murphy, sister, taking over program during Nancy's absence.

### Pacific Northwest

Bill Hooper is credited with presenting the popular programs originating at the Washington State College station, KWSC.

Tracey Moore, formerly with KGW and KEX, has been added to the sales staff of NBC in San Francisco.

Jack Nesbit, who was production manager of KHG, Spokane, has joined the announcing staff of KRC.

Milton Wood joins the staff of KOIN and will assume duties in announcing and writing.

Dr. M. Sayle Taylor, "Voice of Experience" presented Pacific Experience, over KOMO, Ore., chose \$100 to buy school equipment. Taylor was member of the class of 1912.

KML is auditioning a rather pretentious musical show for the Utah Power and Light Company, which will be a half hour weekly program, and feature a 20 piece concert orchestra.

Two stage troupes, The Arizona Wranglers and Larry Rich, on the radio menu offered by KEX during the week of Oct. 26.

Lawrence Keating appointed chief announcer of KGW and KEX. Keating joined the Oregonian stations last August.

### Nebraska

Union Pacific going in stream for broadcasts about its streamlined operations.

New Dante's Inferno club with Eddie Perrigo's band goes on nightly via KGIL.

Eddie Butler back at his instruments at KOIL after a two week absence occasioned by a busted digit.

John J. Gillin, WOW exec, away from club due to military Reserve Office came at Fort Crook, but he can't get away from the work thanks to the telephone.

Tom Potts off the Union Quitting Household Studies show and back at the Fox Hunt club warbling with Phil Donkin's band.

### Tennessee

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### Maryland

Uncle Abe and the Delmore Brothers are presenting a program at 7:45 each Saturday night broadcasting from the studios of WSM.

One of largest in the South is WSM's new studio with a seating capacity of 500. Used for the college programs, Lassies, White Minstrels, Grand Old Opry, White and the early morning show, and others.

Asher and Little Jimmie, the singing Bigeones, on WSM at 8:30 Monday, Wednesdays and Fridays, and at 9:00 o'clock on Saturday night in Grand Old Opry.

### Georgia

Florence Bridges, 16-year-old singing and commercial over WGTR, Atlanta.

Robert Tolson's philosophic program now on third year on WGST, Atlanta.

Georgia Hillbilly having appeared on 51 radio stations in past six years, are now confining their broadcasts to Atlanta stations.

Frank McHenry's orchestra of 12 pieces a daily feature over WGTR, Atlanta.

### California

Lanny Ross east to stick to his milking.

Coast's musical acer, Standard Oil Symphony, may descend soon to WCRB with Ralph Palmer batonning in place of Alfred Morell.

Every fanfare of KFWB costs offender a quarter, with low score broadcaster collecting the kitty at month's end.

Joe Decca Perry is Prison to platter Dick Jurgens and his St. Francis.

Five colored Cabin Kids being imported by Par for its "Missionary."

Service manager spot in KHJ sales dept., taken by Jerry Norton, replacing Jack Fonda.

All Club got a load or air inside from Naylor Rogers to KXN.

Barbara Stanwyck did a skit by Frank Fay on Rudy Vallee's NBC hour Thursday (1).

Merriam backers bought Warners

Hi-Jinks for the hour Sunday using in a political twist on KWKB.

Swing of 15 weeks over KFJL comes network started by Packard Fiestas, with Charles Shepherd conducting band and Juan Aguilar soloist.

Advance patterning plan for by Eddie Holden and Roy Sharlan (Watkins and Son, Archie) so that could get some fun for deck hunting.

Regar Ellis in Hollywood snooping new air波音。

### Ohio

Bill Grimmett, apartman starting series of interviews with Akron district leading bowlers.

David bands playing at Best Mart Gardens, Akron, over WADK twice weekly now. Starts with Jack Bernhardt.

### Texas

Ernest Hauser celebrates his fourth anniversary as conductor of Alamo National Band concert orchestra for WOAI, San Antonio.

Hoot Owl program, late sustaining spot on WOAI set in the spirit of things and aired a Halloween program (31).

Ray Leonard, KABC's sales staff, is improving and expected to return to work soon.

Ken McClure about to resume as a news commentator.

Lloyd Bryan, formerly manager of KMAC, San Antonio, has joined an aerial survey outfit and traveling through the southern states.

San Antonio evening News now printing short wave schedules.

Sid Ballinger, former Denver Postman at WOAI to catch Denver Post's Sports program. He's the public relations expert for the p. a. coming now.

SBC's Austin outlet, KNOW, is supplying the net with an 80-wave negro choir several times weekly with favorable reaction.

Jack McGrew, former chief announcer at KDFM, Beaumont spot for KFC, is now with KNOW as off-air man.

SBC's San Antonio outlet, KTSA, is using the old 5,000-watt etherizer formerly owned by WLS, Chicago. KTSA, however, peaks at 2,500 watts daytime and 1,000 nighttime.

Red Riddell of WOAI, San Antonio, drops the formal name of announcer for "try" each night (except Saturday and Sunday 11:30 to midnight program with staff band, blues warbler, and Julie Verne Allen, cowhand singer).

WOAI has another sustainer, Longhorn Luke (Julie Verne Allen) after Riddell.

KABC, San Antonio, broadcast the Texas-Rice game (37) as a remote pick-up from Houston, 200 miles distant, to set a new record for local pickup etherizations. Fred Mayli spiced the game.

Hugh Half, v.p. and general manager of WLS, is gone for continuation of his work.

Bob McCay and his Rio Grande Flâiders from KRHD, Harlingen, commuting for a three weekly airing for KONO, San Antonio.

Clyde Smith, formerly of KMAC, San Antonio, has joined KONO's commercial staff.

KONO grooming Karol Kay, gal warbler, for a commercial.

KONO has added an ivory, ebony and muted strings program to its sustaining list. Ed Richie, pianist, and Gilbert Flores, violinist, with guitar accompanying. It airs daily except Sunday.

Sam Goldfarb and Fred Mayli, who air sports for KABC, San Antonio, taking an active part in many organized Bob White Club, designed to protect and propagate the game birds.

Kewp Young writes radio continuity on the side.

Irene Beasley's parents live in San Antonio.

KABC, San Antonio, has started a little theatre at the site with staff members writing, directing and acting. Participating are Kay Crews, Paul Kester, Jack and Joe Luther, All-Stars, nighties.

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Hitherto manned alone by Jay Ogle, KABC's sports staff, is now the "triplet threat" of the local radio picture, having added Bill Gibson and John A. (C-Pro) Norton to the kingpin of spikers on things athletic.

Penny Perry, only 13, is working her way through the University of Minnesota via warbling over WCCO.

No foolin', Earl Gammons, the boss at WCCO, is the son of a Methodist minister.

Tom Bishoff in as KRTF producer, manager, succeeding the late Phil Horne.

Haley Hall, Minneapolis Journal sports editor, is now handling the Barnabald review thrice weekly over WCCO.

Jack Costello is taking up horseback riding and trying to leave other KSTPs to follow suit.

John Wald, Jack Costello and Tom Bishoff, all KSTP announcers

vector, is breaking into the big at the same station.

Mannie Sacks has booked Vincent Travers into the Pitts-Carlton with a WCAU wire.

Ex-WIP program chief, Ed Davies, is returning to that outfit as special features new gabber, doing it with Lynn Willis.

White Kate Smith is appearing at the Arcadia International literary, debut Nov. 19, her CBS shows will air direct from the club.

Franklyn Lane, WIP vice-president, and the frat, are hitting night spots lately.

Jeanne Lang left Philly Sunday with a two weeks' cold stiff intact, first time out of bed except for the Buddy Rogers' weekly show.

Columbia is burning at WCAU for last week's "Stylets" show.

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# ALL-HOUSEWIFE JURY

## DEMOCRATS, OTHER STATIONS, RAISE CRY OF 'MONOPOLY' IN PHILADELPHIA

**Delicate Political Situation—I. D. Levy Controls Both CBS and NBC Stations and Is Big Contributor to Republican Campaign—NBC Embarrassed**

Philadelphia, Nov. 5. Democratic newspapers and Democratic politicians are trying to make something of I. D. Levy's large contribution to the Republican campaign fund. With the growing goes charges of "monopoly" against the broadcaster, it looks like Levy in getting control of the NBC station, KYW, has embarrassed himself and NBC.

Several aspects to the situation, with Levy a Republican bigwig and master of WCAU and KYW his position under G.O.P. rule would be sensitive but with the Democrats getting increasingly prominent in this traditional Republican state his position calls for infinite finesse and diplomacy.

Democrats have long been outnumbered in the north on newspaper and broadsheet allies and are seeing to it that matters get evened up.

According to say the smaller Philadelphia stations that have never had a look-in against WCAU are delighted with the prospect of pushing the Levy "monopoly" thing strong enough to get it out in the open or before Federal Communications Commission. An alliance of Democrats and the other stations to defeat the Levy domination is quite possible.

Meanwhile NBC is anxious to keep in the good graces of the Democrats but to set up KYW as a separate NBC station in Philadelphia would take \$500,000 or so in capital. This consideration is believed to have influenced the web to make the unprecedented arrangement of giving an NBC station over to the management of a CBS broadcaster.

Work at WCAU for the entrance of KYW is moving rapidly. Studio floor is in process of completion and office space already receiving finishing touches.

KYW is set for its official opening on Dec. 3, according to reports. Station is planning to debut in Philly with a network salute for NBC out of the WCAU (CBS) building.

Last minute dope on studio personnel moves James Bergley as staff announcer from WCAU to the newer outlet. No plans have been announced as yet for the distribution of the musical staff between the two stations. Likelihood that Jim Savitt will direct for both.

On the engineering end, John Gager will handle for Westinghouse.

Chicago, Nov. 5. Westinghouse station KYW will move out of Chicago on the close of business on Dec. 2 and will open in Philadelphia the morning of Dec. 3. This is the final settlement of a problem which has been annoying sponsors and broadcasters for three months. Originally slated to move on Oct. 15, the removal date was shoved around until there were statements that KYW would not move until April 1935.

There will be little change in the set-up on NBC programs in this city, the only commercial which will have to be taken care of being the "Cities Service" broadcast every Friday night. And NBC has 30 days in which to clear time on WMAQ which will carry the show.

Local stations are going into the field picking off the majority of the local sponsors on the station, though the new affiliated networks with WCFL as key in managing to get some of these accounts to expand to their Tri-State web covering Illinois, Indiana and Wisconsin.

### Housewife

No settlement yet, however, on what Hearst is going to do now that Herald-and-Examiner morning rag is leaving the KYW affiliation.

Hearst has been around trying to make deals for practically every station but nothing yet settled. Most talk has been the possible purchase of NBC's WENR depot which is now tied up in a slight exploitative fashion with the Hearst evening American. WENR has only half-time on the air, splitting time with WLW, the Prairie Farmer station. If NBC should sell out to Hearst network will guarantee itself enough time to take care of the demands for the blue network in the Chicago market.

With the removal of KYW set for Dec. 2 no notices have been sent to the staff and to the commercial talent.

Homer Hogan, manager of KYW since the Hearst organization took it over for Chicago, winds up 30 years of service with the Hearst enterprise. But still likely that he will stay with Hearst in some capacity. Hogan was a newspaperman before going into radio and whether he will continue in radio or return to newspaper work is up to the decision of the executive board of the Hearst organization.

Regular four weeks' notice was given the staff orchestra and the talent.

Philadelphia, Nov. 5. A novel idea in instructive advertising is being devised at WCAU to advocate fair voting via the machine way. Studio has arranged to air its regular team of "Mr. and Mrs. John Doe" in the process of learning the ins and outs of pulling Republican and Democratic voters.

Station is using a regulation machine for sound effects—with its one task being an effort to remain politically impartial. Broadcast will take place on Pennsylvania Election Day, in the early morning.

### Dutch Legislation Bars Radio Advertising, News

The Hague, Oct. 29. Dutch government is framing a bill, which is meant to protect the press against competition from news broadcasting by radio, which lately has been gaining ground here. It is also intended to prohibit all advertising by radio, as this is also detrimental to press interests.

On other hand, the broadcasting companies, who publish their own weeklies in which radio fans find the programs for the coming week, will be protected against piracy by the press and their programs will be granted copyright. From January 1 on it is intended to stop the newspapers from publishing the programs of the broadcasting companies, save short extracts.

### Hamlet of 700 Springs Up Around WSMB Antenna

New Orleans, Nov. 5. When WSMB moved its transmitter to Algiers, La., some months ago it took up quarters formerly occupied by the Algiers Naval Station. Shortly after, the Government, finding itself in need of a site on which to lay out an encampment for ERA, used that portion of the grounds not needed by WSMB for its transmitter and antenna. Soon a small town of 700 sprang up.

WSMB has put in a big loudspeaker, constructed so as to face the grand stand of a baseball diamond. From the time radio takes to the air each morning until the sign-off at night, all programs heard on WSMB come from the loudspeaker.

### MEXICAN FINANCE

Two Stations Have Trouble With People Seeking Wages

Mexico City, Nov. 2. Radio station XEPRN at Piedras Negras on the Rio Grande border has resumed broadcasts under an injunction. Federal board of conciliation and arbitration ordered station affine in suit for \$125,000 brought by station's former technical director for back wages and return of his investment.

Another station with money troubles is XREAL, Mexico City.

Wage claims filed by 31 former employees, most of them females, have increased difficulties of this station which had to close some time ago after paying a group of performers \$6,000 after they had hunger struck for 100 hours. Federal conciliation and arbitration board is handling new batch of pay claims against the station.

### DAYTON NOW A COMPETITIVE TOWN

Benton, O., Nov. 5.

Both local newspaper publishers announced radio hook-ups the same day, Dayton Journal and the Dayton Herald, published by Burkhardt-Herrick acquired station WSMK, already established here. Dayton News (James M. Cox), which recently got station WLWJ at Erie, Pa., has made application for reassignment of the operating license to operate out of Dayton on a wave length of 1360 kilocycles. WSMK operates on a wave length of 1350 kilocycles.

Miamis Valley Broadcasting corporation has been chartered with capitalization of \$150,000 to operate the News station and a studio is planned adjacent to the News building. Journal-Herald may have a studio in its own building. Stanley Krohn, who founded WSMK, remains as president and managing director of the station.

### NBC Seeks Data on Older Kids

### Anxious to Gain Information to Guide Future Type of Programs

NBC may go in for a nationwide survey to find out the program preferences of the older kids in the family. Prompting this poll is the theory that kids play an important part in determining what programs the family should listen to, at least up to the former's bedtime, which averages 9 p.m., and that this dialing influence should be given broader consideration in fashioning entertainment. Before doing any inquiring in this direction the web wants first to frame the right kind of questionnaire.

Several studies of kid program preferences have been made in the past year but in each instance the quizzing has been confined to a particular community. Results of one of these surveys, conducted in a New Jersey town, sufficed to change the policy of a major advertising agency. It decided to cut out altogether programs of the strictly juvenile type and to go after the kid interest with a variety show spotlighted on an early evening hour.

NBC has fewer commercially-backed kid shows this season than it had last, while with CBS the comparative list stands the same in either case. It's a decided drop

### Kitchen Programs

Philadelphia, Nov. 5. Practice of holding audiences shows in the WCAU auditorium directly after the daily 30-minute cooking broadcasts ran into a snag last week.

Band and vocalists found to their dismay that the lady in charge of pots and pans was brewing with savory hamburger cheese, and for the following half hour (a network reverse) the cast yodeled and tooted with hasty gulps of fresh air outside. Boys and girls reported that hamburger isn't spinach—you never learn to like it!

### Quarter Play-by-Play Resumes Is KFAB Way To Top Football Ban

Lincoln, Nov. 5.

Nebraska University ban on the broadcast of home football games here has led to various kinds of ingenuity on the part of radio stations. Although the school still tabooes the play-by-play description from the field, by gradual working up from the point of giving scores by quarters, the station using (KFAB) now gives a report on play by play on each quarter after the quarter is completed. So far the school has found no way to withhold this action.

Since so far this season, with the games half played, the gate has exceeded the entire take of 1933, it may be that the school will be more lenient with the air links meeting. Nebraska with two others declared themselves against the broadcasts last year, so it was left to the individual decision of the schools concerned.

### Van Ripper Wash-Up

Hollywood, Nov. 5.

Kay Van Ripper bows out of KFWB's "American Caravan" Nov. 18 and treks east for her new birth with American Broadcasting System. Air drama is being revamped by actress-author-producer to erase her part.

Miss Van Ripper is due to open in New York Dec. 3 with Gail Gordon, her leading man for years, as vis-a-vis. Latter also may double on Mary Pickford's air, which emanates from the east starting this week.

### BOX-TOP BELLES HEAR AUDITIONS

Silver Dust Program to Be Voted in Hotel Astor Ballroom by 2,000 Women

B. B. D. & O.

Silver Dust has invited 2,000 housewives to meet in the main ballroom of the Astor hotel this Friday (8) and help the account pick its next network program. Eight shows will be pined to the Astor from Columbia's two top studios, the Hudson and the Avon, with the assignment going to the program garnering the largest number of votes.

Auditioning will be done in two groups of four, with each program designated by a number. After the fourth and eighth piping a ballot will be taken on each group. Final vote will involve the winner from each foursome. Contestants will be composed of script serials, dance combos, male harmony trios and string ensembles. Program picked will get a cross-country hookup on CBS three times a week.

Women invitees were chosen from listeners who in the past year have written in for Silver Dust giveaways. Batten, Barton, Durstine & Osborne is the agency.

Eight programs that will receive airing before the Astor gathering are:

Jay Perkins and the Jenkins.

Leonard Joy's band with Edward Mills.

The O'Neill's (script act). The Hudson's band with Paul Reast (currently on the Silver Dust payroll).

Leith Stevens' vocal ensemble. Leo Reisman's band.

'Mr. and Mrs.' (script serial). Jack Fulton with Harold Levy's orchestra.

### WLS \$50 Web

### Break Rate; 2C For Co-op Show

Chicago, Nov. 5.

WLS is printing a new list of rates, adding two items to the old one.

Being added is a flat charge of \$60 for spot announcements during the break in period for station identification on the NBC chain broadcasts. It's the same rate they have for ordinary minute announcements, but it figures to give the local merchants of a national product the break of getting themselves some local advertising on the same hookup with the central office's national advertising. Rate is the same for day or night.

Also, "Today's Kitchen" participation program from 10:30 to 11 a.m. with six sponsors has a flat rate of \$26 per week. Each sponsor rotates daily as the feature plugger and the others get minute announcements. In that way it figures as a half hour period each week and five daily announcements for the sponsor.

### Boss on Chi Scripts

Chicago, Nov. 5.

Carl Buss, who went to the coast to write western stuff for Paramount, is back in Chicago pounding out the "Judy and Jane" script for NBC wires.

Buss is also negotiating for the sale of his behind the scenes in Hollywood's script, with Blackett-Sampson-Bummert agency reported taking it for a cosmetic account.

Stephanie Diamond doing bits on the Joe Penner show.



## Waterbury's Premiere

**W1XBS Starts with 20% of Time Sold—Use ABS Sustainers as Talent Source**

Waterbury, Nov. 6.

W1XBS, Connecticut's sixth radio station and fourth network outlet (ABS), went on the air Friday (2) with a premiere that smacked of a Hollywood first night.

William J. Pape, publisher of Waterbury Republican and American, operators of the 1550-kc. high-fidelity "Holloway," took over the State theatre (Warner) for the event. Graticule bids were issued to capacity of house, 3,400, to leading citizens, advertisers, employees, constant readers, etc. Two Papé-owned papers got 12,000 requests for admissions. Soup-and-fish and pretzels in many of the stalls.

Customer network salute to new member, cross-crossing talent between key and connected stations, wasn't followed this time. Instead, the mountain came to Mohammed. George R. Storer, proxy of the American web, rattled up from WMCA with the cream of the home-studio talent, who dominated the opening show networked for a full hour from 8:45 pm.

ARS announcers Frank Knight and Jerry Mohr helmed the broadest program at the mike. Visiting artists included Kay Thompson and Rhythm Boys, Theo Karis, Marjorie Nash, Brad and Al, Adele Vasa, Jan, Jude and Jerry, Rita Santiago, Marie Hartmann, Tony Cacchetti and daughter, Jimmie Dew, and Lou Janoff. Bob Haring, America's musical director, piloted an ark organized in Waterbury by Mario DiCicco, Joseph DiPietro and Joe DiVito. Well-paced revue made it an effective window-dressing for the entertainment the W1XBS customers may expect to hear.

Locally-recruited talent, in minority at premiere, was Katherine Pape, soprano, daughter-in-law of station owner; Marcel Daucette, tenor; Charles Shonis, baritone; Mac Elliot Hotchkiss, character soprano; and Eddie Weaver, organist at New Haven deluxer imported for event. After premiere went off, announcers John Henry, Bert Sherwood and Alan Wallace miking. Made a tidy two hours and a credit to the proprietor's sense of showmanship.

W1XBS began daily operation Saturday, scheduled from 8:30 a.m. to 11:30 p.m. Infant broadcaster gets going with remarkable pre-opening achievement of more than 20 per cent. of available time already sold. Pape pays Storer a blanket price for sustainers and has privilege to resell these to local sponsors; that's already been done. Most of commercials rented to date are in early afternoon and around dinner hour. Chart fairly blank after 9 p.m.

Pape has shayed a combination whereby an advertiser may take space in the Saturday-afternoon American or Sunday a.m. Republican and time on the station for one fee. Special salesman will be assigned to campaign.

W1XBS, new 1550-kc. high-fidelity station owned by Waterbury Republican and American and linked with ABS, has conscripted its staff from most of Southern New England's wares.

Station manager is Allen L. Martin, ex-WPRO, Providence. Sydney E. Warner, formerly at WTC, Hartford, is chief engineer, with Herbert H. Wood of Naugatuck assistant. Edward J. Lush, who has worked at Hartford's WTC and WDHC and Bridgeport's WICC, is continuity writer. Announcers are Bert Sherwood, ex-WICC, and Alan Wallace. Yale drama school alum.

Control room manned by Waldo E. Henderson, New Britain, and John Dame, Bridgeport. Andrew L. Roth, sales, comes from Scranton, N.Y. W. Beaman handling press.

W1XBS is experimentally operating below the regular broadcast range.

James Hanrahan kept busy traveling between Washington, D. C., Waterloo and Des Moines. Several changes in personnel at KSO and WMP are to be announced soon.

Fred Palmer, of WBNS and WCOL, Columbus, is in and around New York on business last week.

### KSTP-Press Link

St. Paul, Nov. 6.

Newspapers vs. radio has always been a dog fight in these Twin (Minneapolis-St. Paul) Cities, but the situation resolved itself somewhat when the Minneapolis Tribune and St. Paul Dispatch jointly purchased WTHM (since renamed WTCN) six months ago.

Now KSTP steps into the fray for the first time with a strong newspaper connection, having always previously lone-wolfed it in news gathering. KSTP will have a mike in the Minneapolis Journal office for Minneapolis and statewide election return coverage in the current (6) balloting. Station will use its large St. Paul studio for local city and county returns.

MPB Trib and St. Paul Dispatch will use their own WTCN, while WCCO, as in times past, will work with the Minneapolis Star.

KSTP has a crack staff of 60 trained men covering by special phone to 40 various precincts throughout Minneapolis and St. Paul. They're promising listeners they'll be first with the McCoy reports—and reminding 'em they've yet to fall down on a news-beat premise.

### Utah's Sheep Grateful Over Radio Warnings Of Overcoat Weather

Hollywood, Nov. 6.

Herding of sheep is now made easier through radio. U. S. Department of Agriculture station at Salt Lake City has written to KRX thanking them for their winter weather reports and prognostications, claiming that the mighty broadcast is of immeasurable help to the big sheep herders of Utah, Wyoming and Idaho.

Department states that the storm warnings, listened for by the sheepherders in remote spots, give the shepherds time to get their flocks to safe places ahead of heavy rain and snow.

Until the sheep men used radios to get these warnings there was no way to warn them of threatened weather conditions.

### Pittsburgh Diction Prize

Pittsburgh, Nov. 5.

Annual H. F. Tvis Memorial Award, given yearly to Pittsburgh announcer with best diction, goes to Wilbur C. (Bill) Sutherland, of KDKA this year. In addition to gold medal, prize also carries \$150 in cash. Ted Epstein, WCAE, and Dick Koch, WCAU, came in second and third, respectively. Last year Fred Webster, of KDKA, got award.

Judges were Marjorie Stewart, of Microphone Playhouse; Chester Wallace, of Carnegie Tech drama school; Maud A. Miner, Lowell Innes, Vanda Kerst and Richard Murphy.

Donald Flamm had as his guests at the Friars' Sunday (4) dinner to Postmaster General James Farley, Federal Communication Commissioner Thad Brown and Hampton Gary, Paul D. P. Spearman, general counsel for the communications commission; Herbert Detty, commission secretary, and John T. Kilken, director of broadcasting for the Democratic National Committee.

Barry McKinley, romantic baritone of the Cahay three-weekly afternoon program over the NBC red loop, is now working with a speaking vis-a-vis. Called "The Girl Next Door," she has been scripted in to give the broadcasts an s.s. angle. Cahay is plugged as "the soap of beautiful women." Ray Elintra's orchestra still accompanies McKinley and Howard Cheney does the announcing.

Morgan H. Setzer, program director, auditioned more than 25 applicants over a period of a week to fill three announcer jobs at WOC, Davenport, Ia.

### Sponsors-Agencies

Jack Morrison, chief on publicity for the Century of Progress, joins the Dade Epstein agency. Steve Trumbull in charge of radio contracts for the Fair returns to the J. Walter Thompson agency on general publicity.

United Cigars sponsoring "Golden Dawn" revue over WOR with large lineup of talent on Monday's, from 8:30 to 9. Eddie Dudley in charge.

Pirestone Tire & Rubber Co. reviews for 13 weeks, effective Dec. 3, for Monday night half hour on 62 stations on NBC's red (WOR), with Lawrence Tibbett and Whifred Pelletier, Sweeney & James Co.

General Foods (Grape Nuts) reviews for 12 weeks, effective Nov. 14, the two-way Hyrd Antarctic broadcast, 60 stations on CBS. Young & Rubicam.

Uncle Ben (Carney) is visited in the m.c.g. for the National Biscuit Co.'s Saturday night dance series over NBC. Brune and Associates in handling the exploitation of the program.

Mrs. Franklin D. Roosevelt will again turn over \$8,000 a week to her pet charity when she starts her six-time series for the Typewriter Educational Research Bureau over CBS Nov. 11. B. B. D. & O. handling.

World Clothing Exchange has taken Jack Douglas Relatives over WINS, New York, for daily airing. On Sundays the hour show will be carried during mornings instead of on afternoon schedule.

Columbus Congressmen sponsoring Gay Lee's theft talk three times weekly over WINS, New York, beginning Nov. 14.

International Shoe Co. is again listening to network propositions. NBC last week piped to KSD, St. Louis, a couple of program ideas for the account's consideration. One was titled "The Perfect Pair" and the other "Buster Brown Adventures." International has a "Buster Brown" shoe among its kid brands.

Tintex starts a 13-week ride over WBBM, Chicago, on a two-a-week schedule. Headlining will be Boy Crepper, plugged as the original "Student Prince." Lillian Rosebelle Goodman handling the talent job.

Sam Moore, of J. Walter Thompson's Los Angeles office, moved east with Mary Pickford to do the Royal Gelatin programs.

Betty Crocker, quitting General Mills after five years of it because the account insists she transfer the originating point of her broadcasts from New York to Chicago.

J. Walter Thompson (Chicago office) in representing the Radio Manufacturers Association in nationwide campaign to boost sale of all-wave sets.

Tastyco, Inc. reviews for 13 weeks effective Dec. 12 its Sunday matinee half hour on the NBC blue (WJZ), with Charlie King and Peggy Flynn.

### Wax Works

Capuidan Chemical Co. renewing WBS program service for another month on WGAT, Atlanta.

Phillips Chemical Co. is turning out through World Broadcasting 25 five-minute announcements for release over some 40 stations.

Bond Bread, a B. B. D. & O. account, has had 26 five-minute announcements recorded for R. by Sound Studios, Inc.

Chesapeake & Ohio Railroad is having a series of five-minute recordings done for R. for placement on 14 stations.

Philco's "Armchair Traveler" series of 12 quarter-hour recordings have already been booked on R. by Sound Studios.

Stockett, Sample & Horowitz agency yesterday (Monday) started to produce a disc version of the "Manhattan Merry-Go-Round" half-hour which Dr. Lyons Toothpaste books Sunday evening on NBC.

## Former Penn Grid Star Panned As Announcer by His College Paper

### Dressing Room Shows

Philadelphia, Nov. 5.

WIP is planning a series of shows to overcome the local theatre exhibitor fear that a program studio appearance will harm box draw. The station will air directly from the Earle dressing room weekly, while acts which would not be affected by personal will show before the Thursday Home Makers' Meeting in the Gimbel auditorium.

Theatre benefit from the dressing room angle will be that Carolyn Cross, conductor of the WIP Home Makers, will plug fact that the show house is only a few blocks away, suggesting that the women who have some time to spare drop in at the Earle before journeying home to push up a dinner.

### NBC SEEKS NEW MPPA WAX ROYALTY

NBC transcription department has 46 stations using its syndicated disc service, with eight of them having been acquired the past week. To date the web has turned out five sustaining series, each containing 12 programs.

For these recordings the network has paid no royalties to the Music Publishers Protective Association. Settlement of the music bill is being withheld pending the working out of an agreement whereby NBC hopes to be able to pay a lump sum for each composition used instead of the 25c. per number per performance arrangement.

### Joan Lowell, Rod Arkell Form Publicity Alliance

Joan Lowell, the marlboro miss, and Rod Arkell, radio writer and performer have formed a publicity partnership. Will operate a free lance service in New York.

Ratkell is the headliner on the Carlsbad Sprudel Salt program over NBC net work but recently did publicity for WOR, New York. As a starter firm is handling special work for British Gaumont's "The Battle" and Al Seeger.

### KDKA's Ceremonies

Pittsburgh, Nov. 5.

Marking the 14th anniversary of broadcasting, KDKA moved into its modern new studios in Grant building over week-end with two-hour network program honoring world's pioneer station. KDKA has been located for several years in William Penn hotel, and before that in building of old Pittsburgh "Post-Gazette."

In addition to Pittsburgh, New York, Chicago and San Francisco joined in coast-to-coast celebration. From here, Little Jackie Heller, Twenty Fingers of Harmony, Pat Barnes, Honeyboy and Bassarafas and Stanley Metalca, all of whom received their air start in Pittsburgh, went on from new studios. Other centers contributed Paul Whiteman, George Olsen, Ethel Shutta, Pickens Sisters.

The Vandebonds off WGY's time chart, while Curt Poulton returned to Nashville, Tenn., to testify in an automobile accident suit. Dean Upson, manager of the trio, accompanied Poulton.

Stenciled series will be placed on 15 stations.

Agency asked NBC for permission to let Sound Studios, a World Broadcasting System subsid, take the NBC night broadcast off on a weekly night wire, but the web refused to budge from its rule which restricted this sort of hookup to RCA Victor. Because of NBC's stand, the band and warbling specialists will come in for extra salary slices from the account.

Philadelphia, Nov. 5.

Because his four years of rah-rah life (many years ago) couldn't eliminate faulty pronunciation, WIP gets a new sportscaster for its Chevrolet Univ. of Penn grid matches. Howard Nig Berry, an ex-Penn football hero, loses a swell job, and the dailies have frontpaged what a dirty deal Berry is said to have received from his Alma Mater.

Berry, who has been calling the Chevrolet sports shots on the weekly Penn games, is a former All-American of that college, but still a little the rough pronunciation. A letter complaint to proxy Gates from a former student averred that Berry's announcing, besides being very dull and uninteresting, was neatly enhanced by several ungrammatical phrases. The missive found its way to the school's news sheet, The Pennsylvanian, and was published therein. What followed, after the dailies spread the yarn via the front page, was a veritable holocaust.

Most of the barrage was directed at President Gates for not immediately settling the matter with Berry on the quiet out of respect for his past deeds for Penn, while other interested grads and students shot at Joe Labrum, the school's p. a., for supposedly releasing the story. The wind-up found Berry out in a cloud and the remaining aircasts to be done under the supervision of Bill Kurlich, a member of the Penn team who was injured early in the season.

P. S.—Kurlich's school record shows high English marks.

### Ott Is WHBF Prog. Dir. As Eightney Goes Sales

Rock Island, Ill., Nov. 5.

WHBF now has Thomas Ott as program director of the station. Ott has been with the station since spring on the announcing and talent end, coming from WLW and prior to that time having been on the air for more than nine years.

E. P. Eightney leaves the program spot to devote all his time as sales manager and head of the commercial department.

### Pinchot Claims Foul

Erie, Pa., Nov. 5.

Gifford Pinchot, stamping the Republican ticket in Pennsylvania, claimed a radio fool this week and again landed on the first pages.

The Governor, in a political speech in Erie, Pa., claimed that his speech was shut off in the middle by Station WLBW. Station explained that local Republican committee had only bought 20 minutes air time and during the cutting in there was some crackling over the phone wires.

Pennsylvania stations are giving this preamble before every political broadcast:

The facilities of this station for the next 30 minutes have been contracted for by the Republicans (or Democrats) party and the statements and policies expressed during this broadcast are not to be construed, in any way, as reflecting the policies of the management of this station.

### WTMJ Points with Pride

Milwaukee, Nov. 5.

Use of 5,600 watts on its old 620-kilowatt channel went into effect on WTJM Sunday (4). The station announced the added daytime power with a flourish in its owner's newspaper, the "Star-Daily," and added that it is the first time in the history of the country a station on a regional allocation has received permission to double its power.

A novel stunt was used in making the transfer. Opening the premium at 11:00 a.m. with the "Star-Symphony" on its old power alignment, the station switched over to the double strength 15 minutes later while the program was under way.

Doris Davis, blues singer, and Phil Henry, tenor, from the Embassy Club, Toronto, currently vocalizing with Herb Straub's Big Ensemble through WGR and WKWU, digital.

**GENERAL MOTORS CONCERTS**  
With Ernest Ansermet, June Hurst  
66 Mins.  
**COMMERCIAL**  
WIZ, New York

It's a quaint fancy seemingly taught in the public schools of Detroit that the people who own or buy automobiles or might even buy 'em, are all lovers of symphonic music. Apparently when the automobile salesmen get together over their lemonade in the locker room of the Detroit Athletic Club the conversation turns to Packard's culture, Chevrolet's refinement, Ford's reverence, and General Motors' geniality.

It is true that Plymouth tried to force a "Plymouth" into the understanding that a later-office memorandum isn't even hot copy for a house organ. Yet almost without exception the gents who drink deep of culture and art in the machine shops of Detroit lay their radio wad—and no pycnusse bag of merchandise is—upon symphony.

It's true that some of the most innocent boys. But does it sell automobiles? The question is simply asked and not answered. Let the sales department statistic fall like confetti. But it's a fair question.

This program comes each Sunday night from the Central Theatre in Rochester Centre, New York. The music, 3,000. For New York it is calculated to entertain and please the top strata and the lovers of music. Guess conductors and guess soloists bring the invited audience and radio listeners splendid artists who travel in the concert world in pre-eminence and those unusual diligence is customarily applied in Carnegie Hall at a few tax of \$8.30 per capita. And up.

It's lovely music. No doubt of that. It's more. One of the finest hours on the air. Such a virtuoso as Jascha Heifetz, for example, administration from the most unimpassioned. His technique is electrical in quality. Ansermet takes the orchestra over the hurdles of Mozart, Bach, Brahms and the other counterpoint caliphets.

Smirnoff, too, is the crystal-clear exponent on the ventilated crank out. Taking a salvo at the points of a motor intelligible is to achieve an epic in advertising copy. That references to Alice in Wonderland and the carrying out of the make-believe throughout is literary in its fancy. Maybe it does sell automobiles?

Long.

**FISH TALES**  
Patricia Ann Manns, Marie Nelson,  
Frank Dunn, Ceddy Quartet  
65 Mins.  
**COMMERCIAL**  
WEBB, Chicago

They've got everything, including the kitchen sink, in this one. In 18 minutes the Booth Fisheries try to give the public doses of vocal gambols, facts about fish life, a corny yarn, a fish recipe and some sprinkling of humor besides a little mention of Booth. Result is such a ho-ho-podge of production that the listener gets no idea out of the program.

Do you know that crabs turned red when thrust into hot water? Well, well. Do you know that haddock do something or other according to the strength of the sunlight? You tell the public like half—but just not much more if they know that the fish swims in two-four time?

Short story comes into action with some romance between a boy who is working himself up to be a Booth Fisheries salesman (this is on the spot) and a girl who is the manager who runs the town's best eatery. Besides playing cupid, Aunt Hattie mixes in a few minutes of regular recipe-tossing in the accepted radio manner.

Ceddy Quartet are on at the beginning and end for the song of the sea. They've got a gal a gohome in the show. All these new girls—a couple of jugglers and a blues singer. Show needs a new script, new production and a more clean-cut idea. Otherwise it's okay.

Gold.

**KOIN KLOCK**  
Ivan Jones and Walter Stewart  
One hour and a half  
**COMMERCIAL**  
KOIN, Portland, Ore.

Beginning with early Birds and changing to the KOIN Klock three and one half years ago, this early morning program from 6:30 to 8:00 a.m. has 4,000 families as registered listeners. Month after month the mail continues to increase. The hour and a half is never sufficient time to fit all of the requests, which come via the phone exchange and the mail bag.

Program begins with piano music played by Walter Stewart who switches to organ at 7:00, with Ivan Jones doing the splicing and giving the time between each number. Spontaneity with informal style is refreshing and catches three classes of people those who go by 7:00, those who leave by 8:00 and the school children.

For the past two years, the Klockers have had annual picnics. In order to become a member of the Klock family, dues of one letter a week are assessed. Many are very faithful in their correspondence and keep the roster filled.

**FORD SUNDAY EVENINGS**  
Circuit Orchestra, with Victor Kahr, Giovanni Martinelli  
60 Mins.  
**COMMERCIAL**  
WABC, New York

Salient facts about Henry Ford's Babbittarian seminar are:

(1) The show (C98) is zip-and-tuck with the General Motors concert (NRC), which trickles into the American parlors during the identical hour.

(2) It is a companion to Ford's other musical put together by Fred Waring on Thursdays.

(3) Sunday night program has a strong undercurrent of Ford moralism and fire-side heart-tug.

"Ford" is the name of the program, but more sentimental than the Ford car, but more garrulous about Ford's personal benevolences and enthusiasms. Extended reference was made by a company official to the industrial school maintained by the manufacturer in Michigan.

On the musical end the selections are all phrasmonic in general character, but varied with musical material of lighter vein. As with the competitive General Motors program originating in New York, there are weekly changes of guest soloists at Orchestra Hall, Detroit. Giovanni Martinelli, tenor, and Victor Kahr, bass-baritone, take turns. A wide range of surance and eschat. Gabriele-Zinzelletti, Grace Moore and Bonelli are among others booked.

If this program reflects the personal sympathies and ideals of Ford insofar as these sentimentalities are demonstrably of American vintage, it emphasizes the man's love of good showmanship. Waring puts up a fight with the same Ford influence over certain alleged interferences with the Waring type of programs. Waring regarded his own judgment as superior. Anyhow, Ford gave in.

But however, what Ford stands for his z-fal for historic mementos of his particular exemplification of rugged individualism is woven very artfully into the program. Result is a program that reflects the whims of a sponsor and yet remains a good program. Which is better than quarreling and quite an achievement in showmanship.

End.

**POLLY THE SHOPPER**

Edited by Polly Sheldow  
Sales Chatter

15 Mins.

**COMMERCIAL**

KSTP, St. Paul-Minneapolis

Polly the Shopper is living proof that it takes more than a broad A to make a radio announcer. Whatever it is, Polly has what it takes for she's been filling the 9:00-11:00 a.m. niche for KSTP for more than three years now.

And with only straight commercial chatter at that! There's no music except for the opening and closing identifying theme, and Polly covers as many as six accounts per broadcast, all varied. No account is permitted to use the program oftener than three times a week, scattered days.

So shrewd a shopper is Polly and such excellent buying advice does she dish out to listeners—she has steady mail from listeners requesting shopping and fashion advice from the shoulder; no high bat.

KSTP actually uses this spot as the convincer, to prove to skeptical prospective time-buyers just how popular selling agent radio can be. Contributors include Polly Sheldow, formerly with Ernie Young in Chicago and before that with Louie New York. Accounts contract so far in advance and KSTP is so loath to let anyone sub for her, that Polly's had no vacash from the other in three years. Time and program shifts have never touched Polly.

**GUS VAN**  
The Melody Man

10 Mins.

Music

WGBY, Springfield

Living half of Springfield's Tenant Winning History of Springfield (Jack Lait's tag) is now whipping a series of pops, new and old, through the miles on a 15-minute network sustained live afternoon.

Van, usually serves from WEFM, with Max Mariani's orchestra behind him, but last week he tossed the tunes from WTAM, Cleveland, with Johnny King at the ivories.

A veteran of the musical diamond, Van has everything a Tin Pan Alley warbler could want: a good voice, plenty of snap, a smooth change of pace, perfect poise, a large repertoire of numbers, and dialectical ability. It's a question whether the weak roster any sustains pop. Vocalist who can match Van's skill as a singing library, in talent as a dialectician, and that indefinable air of authority which comes with long stage experience.

**RED GRANGE**  
Sports Comment

10 Mins.

**COMMERCIAL**

WBBM, Chicago

Smart handling of a problem by the Shell Oil company results in a smashing commercial show for the gas outfit. On Thursday, Friday and Saturday evenings, the timing is perfect. On Thursday Grange comments broadly on football and gives certain trick plays; on Friday he gives his predictions on the next day's game along with his reasons. And on Saturday he produces the football scores along with flashback comments. It's a great setup.

Tied in with the broadcast is the offer for free football schedules for the amateur, but you have to pick up at the Shell gas stations. Also at the stations are large scoreboards giving the football predictions on Friday and the results on Saturday. There is no production to speak of, no sound effects other than a 10-cent whistle, no particular style of copy. Nothing but a good idea that's handled shrewdly. Gold.

**SKYLIGHTS**

With Orch. Paul Shawman, Diane Hall and Murray Kane, Rhoda Lloyd

Script and Music

10 Mins.

Sustaining

WCAU, Philadelphia

This is one of the Columbia afternoon shows which WCAU is piping in connection with the network's idea of building the daytime audience. Grange is a visual one, from the studio theatre.

Although the music clicks along nicely, script is such an involved affair that neither the audience nor the actors themselves seem to know just what happens. Story is supposed the backstage sidelights on the other industry scenes being laid in the studio scenes and correlations during the time between scenes and characters. While here is in love with the heroine and the villain turns out to be the tenor, or vice versa, someone is stealthily hatching a choice bit of murder. So the program ends with the usual shrill scream from offstage and the ominous "My God! She's dead!" uttered by the quartet.

The whole thing was left over last week was left in such a tangled mess that the scripter will have a harder job unraveling the scenario than the murder. And anyone who suggested a murder in the afternoon probably just after the studio's home economics gal had finished lecturing on baking cookies? It runs on much alike of sequence, since the foul deed happens only after hubby arrives at night and breaks a molar while sampling the day's baking results!

Jan Sevitt's unit plays the revue in veterans fashion, although vocal efforts needed rehearsing in several spots. Outstanding job on the whole show is Diane Hall and Murray Kane, a pair of comedians. Boys' arrangements, injecting comic drama throughout, are neat bits of harmonizing. Duo and orchestra save the program from a complete rout, although Diane's singing and one ensemble number by the quartet measured up fairly.

This is but the station should give its all letters as to its program starting point. Studio should also remove the show from the auditorium stage, because the picture of actors scrambling for mike room on a narrow stage ledge is funnier than this program will ever be.

Geach.

**TOM BARBER'S COLUMN**

Wacky News Chat

10 Mins.

Sustaining

WQAL, Lancaster, Pa.

No matter how the controversy rages between radio and press on the subject of news commentators, Tom Barber is right as rain. His program of news commentaries presented each Saturday night at 9:45 is never caught in the cross fire, because he summarizes the news of the week—not the day.

Barber, editor of the Sunday News, city's only local Sunday sheet, has been on the air for three years and in that time has built himself a substantial following.

His afternoons are packed with clever, witty and often stinging comment. His observations carry an air of authority rarely found in a program of this kind and his frequent predictions have an uncanny way of being fulfilled.

A colorful character in editing his column, Barber is just as colorful on the air. He sits at his desk each Saturday night to rush to the mike and do his bit and has a way of arriving just on the short edge of being tardy. Panting produces unique sound effect, but when he begins snapping off his observations all is forgiven.

**N.Y. EVE POST**

Carroll Lucas Orr, Terry Lawlor

Spots, Music

WOR, Newark

This is an out 'n' out commercial by and for a newspaper. Heretofore the press-radio affiliation have been more or less inauthentic, with an implied mutualism, but this is the first night that the program overflows frankly a builder-upper for N.Y. Eve. Post circulation (further fortified by spot ads in the contemporaneous press) calling attention to the start of the Post's newest \$25,000 prize contest.

J. D. Stern, Post publisher, is seemingly remissed in that those picture-caption contests did for the old N.Y. Globe and N.Y. Mail before Munsey absorbed and scrapped 'em. They were sure "nough circulation builders, although a question how much of it the papers received." Some new spelling of the mike.

Stamps recently put on a two-hour birthday party for all kids in town 13 years old and under who care to attend, winding up the festivities with the regular 15-minute airing in which the program departed from routine and had the regulars extemporaneously entertaining each other for the listeners' benefit.

Parents are certain to encourage their offspring to listen to this program, as it has nothing of the blood-curdling, marrow-chilling characteristics of other current so-called kid fare.

Stamps' program is nicely rounded off by Walter Stewart.

**LUCILLE BOYER**  
"Good Vibrations"  
With Raphael, Escudero  
Diane Hall and Murray Kane,  
Rhoda Lloyd

Script and Music

10 Mins.

Sustaining

WABC, New York

Appearance of Lucille Boyer, Raphael and Escudero before a Chabot mike last Saturday night (3) was an exchange of 15 minutes of entertainment for 10 minutes for the Harold Franklin-Ach, Gordon Greenbaum pourri now playing at the Little theatre. For Mike, Boyer's broadcast was her first on this side. American listeners got their initiation of this last's fine sense of cadence and lyric interpretation the past week, when Gulf Oil imported the show's shortwave from across the Atlantic.

Saturday evening event was more of a hedge-podge of samples than a well fashioned package of entertainment to project the "Continental Varieties" idea. Two numbers assigned to Mike, Boyer included "I'm Not Your Mama" and "I'm a Chaperone," both identifying her talents as a chaperone. Even—unseen, Raphael's artistry with the concertina registered ingratiatingly. Of minor moment as far as the loudspeaker was concerned was Vincente Escudero's finger-dance. The dancing, however, is not to the eye but coming over the air the only impression it could have left was that of a pair of drumsticks nibbling pained against the rungs of a chair.

Odeur.

**ELECTRIC SERVICE PROGRAM**  
With Walter Cassel, Kashino  
Shaw, Harold Fair, Harry Banks,  
Melodraman and Myers-Hodak Or-  
chestra

10 Mins.

**COMMERCIAL**

WOW, Omaha

This marks a return to the air of the show given a trial last spring by the Nebraska Power Co. of Omaha and the Citizens Power & Light Co. of Council Bluffs as sponsors. It's the only program in town built after the manner of the chain shows, and it compares favorably.

It originated in the Elks & Jacobs Agency and produced by Harold Fair. He both scripts the advertising dramatizations and directs the orchestra of sixteen, being the Myers-Hodak dance orchestra with the addition of some musical soloists.

Top-billed on the program is Walter Cassel, strong baritone and Kashino Shaw, soprano. Both has a solo and a number with the Electric Service Singers. This singing ensemble of the principals and chorus of eight lend real atmosphere to the program.

Music offered is of the popular classical variety. Only dialog of the period is two dramatized advertising plugs, and the interpolations of Harry Burke, of the studio staff, as an announcer assigned to this program.

Cassell includes some 30 people, and she's host—a produced formula, few attempts being made at anything like this here.

Tommy Tito.

10 Mins.

Sustaining

WAZL, Hazelton, Pa.

At 1 o'clock every afternoon most of the radio sets in this section turn in to the popular program which has now reached the point of being called "old."

It's been on the air for the past two years and has had unpopularity that time. This is a statistic announced by an accomplished pianist, who has long ago learned to mix it up. His programs include popular, classical and novelty numbers.

Tommy is the confidant of the whole region. He knows just when one is due to have a birthday or wedding anniversary. He just an old-fashioned party and he plays numbers for everyone who requests them.

Tommy and his piano are one of the combinations which keep the dial set to WAZL.

**BILLY ISAAC'S ORCHESTRA**

10 Mins.

**COMMERCIAL**

WBAL, Baltimore

At 10 o'clock of the downtown interior, orchestra airs this每day evening during the early evening hour for a cosmetic firm. Just a fair crew, tinkling out pop tunes has standard refrain-chanter. Permit it to be bailed by the program's conductor Charles Purcell as "Missouri's favorite society orchestra." Hyperbole.

Programs cluttered up with overdone plugs for product. Not only a spicel is spouted fore and aft each period, but there are mentions of beauty cream interleaved in between each piece played. At the half-way mark a girl dancer dances the foxtrot. She steps up to the mike and tells what the beauty cream had done for her. All in all seems that at least four mins. out of the quarter-hour is apportioned to product plugging, which is too much, even for WBAL, where listeners are accustomed to an ultra-intravention of ad splices.

## YVONNE PRINTEMPS

With Charles B. Cochran, John B. Kennedy  
Conversation Piece  
Tels. Music  
10 Mins.  
Buntington  
WJZ, New York

A good deal of preparation obviously preceded the broadcast of this program, composed of excerpts from NBC's "Conversation Piece." It's "tongue-tethered" together by explanatory remarks of John B. Kennedy, NBC's most resourceful thresher-togetherer, some singing and acting by the French star, and a great deal of Charles B. Cochran British producer.

Emphatic upon Cochran and his domination of the program, seconded by his astonishment by American standards. Since Belasco's passing American managers seldom overshadow their stars. It became chiefly a dialogue between the announcer-editor and the British impresario. With extended passages of reminiscence and theorizing on showmanship by both. Later on a guest followed and has plenty of facts out of "long-life to embolden his remarks with authority, yet most people probably tuned in out of curiosity to hear Printemps.

As a publicity stunt for the production now current in New York the program was very good. As a publicity stunt it was even better. Some few samples of Yvonne Printemps' act were nice samples. Cochran or Kennedy explained just what she was doing and saying and how sweet she looked.

Arch Seiwyn and Harold B. Franklin not mentioned. *Land.*

## CHUBBY'S CHUMS

Children's Script Show

15 Mins.

COMMERCIAL

WCAU, Philadelphia

As a relief from precessing kids, wild cowboy thrillers and similar folderol, Tastycast has managed to collect several of the most talented kids ever to emote before a mike.

Topnotch entertainment remains.

Other topnotch children, until they start staying out late; but there's little compromise with age here. It's listening for the sheer enjoyment of it. At the conclusion of each show there is the direct plug for mail on the basis of audience tickets, same idea being used on the other Tastycast shows hereabouts, and the final accounting should find "Chubby's Chums" far out in front.

There is nothing unique about this series, the much overdone theme of kids at play gets a work-out again. However, the talent potentialities of the east, and particularly the youngster who plays Chubby, enables the morots to go from imitations to playlets to gags and songs without hitches and warts. If the "Chums" idea of a radio program might easily jump to the chain, after the WCAU tryout. It certainly should outshine plenty of the kid hokum which is pervading the ether today. *Gork.*

## HOLLYWOOD HIGHLIGHTS

Film and Fand Talks

15 Mins.

COMMERCIAL

WBEN, Schenectady

A heavy icing of Hollywoodians, which program makers have discovered, sweetens the radio bill of fare for thousands of listeners, is now being laid on the baking-cooking talks delivered two mornings weekly on the NBC red network by Jim Crocker. General Mills of Minneapolis pays the check. Ingredients for the frosting are bits of gossip about the home life, food tastes and favorite dishes of film stars, male and female. Becky Crocker gathered her material on two visits to the picture colony. Storyteller given due the ring of genuine information obtained through personal contact with the screen's big figures. *Joso.*

## FARMER IN THE DELL

5 Mins.

COMMERCIAL

WOAL, San Antonio

Chatter by Jim Maverick, a dairy proprietor who uses this Sunday afternoon period to plug his Sunshine Ranch milk. Rambled around cotton, beef, price fixing and crop reduction all of which problems do not touch the old home ranch where we live in one end the cows eat right on time and eat healthy, best food to make everybody happy. This according to the spicier who referred to Brisbane and Rogers as his "competitors."

He's switched off and on to the tune of "Farmer in the Dell." *Keys.*

## FOUR VIOLIN AND HARP

10 Mins.

Gus Guittington

KTEA, San Antonio

Smooth rendition of lighter classics by a string combo made up as indicated. A quality program which fits nicely with the Sunday afternoon mood.

Though it preceded the N.Y. Philharmonic as caught (16) it's welcome in a radio territory where transcriptions and native hill billy hodge-podge runs to bellbottoms. *Keys.*

## BOB, SON OF FIRE

Albert Brown, James Andelin, Patricia Dunlap, Jess Pugh, Karl Way  
Kid Serial  
15 Mins.

COMMERCIAL

WJB, Chicago

Much has been written about sound effects on radio shows but the amount of noise on this show tops 'em all. And for that reason, the sound-effects experts Herb Johnson and Louis Wehr deserve a credit line as the real heroes of this antediluvian yarn of pterodactyls, brontosaurus and the heroic cavemen. Back in the days of the silent pictures, a man stopped swishing by his tail in the period of this story. But they had still heroes; in this case it's being Og, Son of Fire.

There is no difference between Og and Jack Armstrong or Skippy. Like the Armstrong hero he gets into a tough spot just before the closing whipping spin and gets out of it just in time for the advertising spot on the next program. Instead of whipping the Parnell football team he crows a fire-breathing mammoth of the stone age.

Those stone age animals make queer noises and Johnson and Lehr steal the show with their impressions of what these animals would say in calling to their mates or in threatening the life of another. Since none of their listeners have ever been in the stone age Johnson and Lehr let their imagination run riot.

But the main item in this Columbian program, as sponsored by Libby, McNeil and Libby for its evaporated milk, is not the sound effects or the story. The most important item is the comedy at the beginning of the program that the show was produced through cooperation with the Boys' Life magazine. It indicates that the sponsors are becoming more and more conscious of the resentment of the parents over the hectic adventures on the air shows. And in this case Libby makes its way much smoother with the parents by advertising the benefits of a magazine which made a specialty of catering to kid audiences for many years.

The parents must get the idea that the show should be okay for their offspring if Boys' Life is in the picture.

Show follows the pattern of other kid shows of selling adult products through the kids, giving away ad space and free bibles for babies. This is being pushed pretty far, however, and sooner or later the reaction is going to set in. *Gold.*

## TONY CABOOCH

Italian Philosopher

Sustaining

WMCA, New York

Brought on from Chicago where he was king on air, ABS is giving Cabooch plenty of time and spot placement in the more metropolitan areas. Character of Cabooch offers a mixture of comedy and jargon, though on Sunday morning hours material devoted mostly to prayer talk and other Sabbath angles. Dialect in form for a short time and then dropped with result that speaker sounded more like a pupit performer than the simple untrained character he is supposed to act.

Lew White at organ for some sentimental interludes dove-tailing speaker and Betty Moore nicely. Usual mention made of writing in for color chart and other points pertaining to the home inside as well as out. Picnic in Betty Moore guise holds through steady voice and unaffected character.

Also has a knack for making up rhymes on the moment, which station is also taking advantage of by using him right after the big Saturday games for humorous versions of the football games. His long broadcast opens the station on air direct through present Jimmy Dew, his daughter reads letters and is only heard for very short feedings. Organ music ushered and exits this one.

## GY PERKINS GANG

Miltiary

Sustaining

WCFB, Chicago

Goes on once a week Mondays at 10:15 p.m. and among the better of the hillbilly programs. Perkins carries extra talent for warbling and harmonica. They sing anything from rurals to old favorites and use harmonica, didgeridoo and anything else that makes the noise they need.

They ask for listeners to send in requests and read the name and town before each piece.

## JOHN ANDERSON

John

Guittington

WIBX, New York

John Anderson, first string critic on New York Journal, guesting over Michael Young's thrice weekly station feature. Array of questions brought forth some philosophical surveys, also threw light on situations which might puzzle average theatregoer. For instance, reasons why critics don't review certain plays is a much newspaper deadline at nine and need not because of any particular dislike of production. Background of critic sketched and general questions for post mentioned.

Young maintains a steady line of names for his programs, having the Broadway sector to draw from firsthand. Elation of two participants this time none too clear, however.

## TASTYCAST

With Charles King, Peggy Bernier Flynn  
15 Mins.

COMMERCIAL

WJZ, New York

Replacing the dramatic playlets sponsored for some time by Tastycast in this combination put together by Ben Rocco. King is the name for the personnel. Perhaps King is well known in shows as Peggy Bernier, but is just Jane Doakes under the new billing.

No understanding that unless somebody fancies that the word *b-e-r-n-i-e-r* overtakes the intelligence of the American listening public. Which is putting the estimate pretty low.

King or Bernier, she's developed an unusual comedy style. She's been learning tricks since she first merchandised comic numbers under the aegis of Paul Ash back in the incredible sultante. This comedy style cannot be summarized in a word or a phrase. It's a twist of her own and a rather original one. It hardly has much honor in a big way.

Not that the thing will happen by magic or without a necessary combination of showmanship and breaks. But at least she's got something and radio comedians have been rare and mostly stops. Those that are best known are partnered with penurious or better rated male performers.

King's work is familiar to the profession and he has had the benefit of several motion picture appearances. His voice has an individualistic twang which guarantees against being confused with anybody else. American, that is quite an asset. He can whine when he wants to. And teamed with Miss Bernier-Flynn, the screen-vaudette gent is managing to make his commercial debut under promising circumstances. *Land.*

## BETTY MOORE

Low White

Domestic Talk, Organ

15 Mins.

COMMERCIAL

WABC, New York

Broadcast from garage-studio of America's Little House with brief mention of layout and trimmings. Other commentaries are to be added to the program to make it more interesting.

Kitchen is chosen for discussion, with emphasis on that new coat of varnish. Liberal application of choice adjectives help to dress up usual household talk. Gates O'Riley an guest central in his home owners as well as building certain claims of Federal housing program. Paint again brought into copy with the Benjamin Moore company casually suggested as being the right brand to select.

Lew White at organ for some sentimental interludes dove-tailing speaker and Betty Moore nicely. Usual mention made of writing in for color chart and other points pertaining to the home inside as well as out. Picnic in Betty Moore guise holds through steady voice and unaffected character.

## BUDDY GANTOR

Film Comix

15 Mins.

COMMERCIAL

WMCA, New York

Another film reporter who claims to give the real lowdown on Hollywood. Ground covered on hot beat includes fashion stunts, past histories of stars, and advanced aquatics and his exclusive.

Chatter leaves the press-sheets for a time and discusses current film fare on Broadway. Also ties up with a theatre to give away a certain number of passes to those writing in before set deadline. Catches 8:30 crowd of listeners. Wilton Wilson reports on his copy solicited under the gomph.

## OREGON JOURNAL JUNIORS

Instrumental and Vocal

One Hour

Sustaining

KFAI, Portland, Ore.

With the resumption of two programs a week at KFPI the Oregon Journal Juniors and Senior radio talent resumes promotion. The Juniors to increase interest in that journal while the youngsters and it devotes a page in each issue to further the idea. The older members with experience acquired are proving even more popular than the array of new talent added to the ranks to make it possible to put on programs at 8:30 Tuesdays and Thursdays.

Outstanding on the program are the two members of the Anderson trio, Marie, pianist; Evelyn, singer, and their father, banjo player. They make good music together and get a lot of enjoyment out of themselves.

Wynona, younger member, is a pleasing reading and a good dancer. The program offers amateur dancing, singing, and musical instruments. Jane Gavre, singer with the younger members of the family, capturing honors. Betty Sue Bell and Gloria Sterap, singers, make their appearance and Tom Knutson, a newcomer, sings. Betty Halston, singer, is a favorite.

## SENNY FRIEDMAN

Football Talk  
COMMERCIAL  
WEAF, New York

Friedman is no stranger to radio phonies, having attracted attention for play-by-play announcing. In this case he wins answering questions shot at him by Thornton Fisher on the Lerkhard tobacco sports program.

Speaks clearly and discusses the game with a knock for lucidity and complete authority. *Land.*

## UNSEEN FRIEND

Advice

15 Mins.

COMMERCIAL

KWF, Chicago

Program takes a three times a week ride at 12:30 p.m. for the Monday edition. Eric Ponter, M.H. Johnson, world traveller, with the background of India for the "mystic wisdom" handles the period.

Unseen Friend uses the regular method of calling for letters to answer and answers each in pretty full detail. It's mostly about homes and family matters. His advice is good, his personal knowledge of bitterness poisoning the mind, and similar suggestions, should appeal.

A good portion of the 15 minutes was turned over to telling about Jonchon's six booklets about health and sine-sads.

## ARMO CO BAND

Frank Simons, Conductor

30 Mins.

COMMERCIAL

WEAF, New York

This program is from Cincinnati, and probably the only brass band and percussion group to have had work on behalf of the American Red Cross and with a limited amount of commercial copy. It is a contribution of WLW to the NBC red web at 6:30 p.m. EST Sundays.

In salute to the birthday and memory of John Philip Sousa, the Simon crew (48 pieces) did an all-American program for the NBC Sunday program, and the bandman's widow came in for two minutes from New York to add a personal note. It was stated that 14 of the Armo bandsmen are Sousa alumni.

Like other manufacturers of equipment for homes, this sponsor is now stressing the new national advertising act to the point of sending funds to remodel dwellings. A character called "The Ironmaster" speaks of changes in the sheet metal trade and craftsmanship. Obviously the purpose of the program is to unite a desire for sheet metal improvements in the public, with a goal will impulse in contractors entering to that desire. *Land.*

## JUDGE MOTORS

Music, Verse and Songs

15 Mins.

COMMERCIAL

WABC, New York

Nice going by a Metropolian opera diva. It's for American Radiator at 1:30 p.m. Sunday nights to ballyhoo heating apparatus and Uncle Sam's new credit terms for home-owners.

No raves and no raps. *Land.*

## REXALL'S MAGIC HOUR

With Annalee Handshaw, Edward Kimball, Jr., the Songsmiths, Orchestra

Radio Discs

COMMERCIAL

WGTV, Schenectady

This is the third or fourth series of disc which have been phonied on WGTV's revolving table, several mornings weekly, to advertise specialties by Remington Orpheum Stores in New York and Pennsylvania. The formula for all the waxers is the same: brief musical specialties by a group of radio names: a m.c. singing by baby-voiced Penny'; and build-ups and advertising by two announcers who work very hard.

Ideas for the continuity impressed one as fresh when first heard, but constant use without the deviation of hardly a line or the infection of a steady listeners, at any rate.

Topbillers on present series do not seem to deliver as bright a collection of entertainments as did the group on the last batch—perhaps emphasis of the sat number-advertising style takes away some of the brilliance. The stars were given clicked sharper if they were given longer solo spots. That could be accomplished by cutting down between the stars and her assistant, also the advertising, in which all three participate.

Miss Henshaw's singing, while acceptable, is not impressive. "Showboat" program is mentioned. Nell's resonant baritone serves him well. The Songsmiths, who hold over from series to series, harmonize in competent if not outstanding fashion. Orchestra is okay.

## RAPHAEL YSBARA

Songs

15 Mins.

Buntington

WTAT, Port Worth

A late air ride after plausibly organized to the artist's own guitar accompaniment. All the more effective without orchestral background because the foreign ditties demand an infection this boy piano aeronaut.

Does a wide range of numbers from "Cucaracha" through rhumba and the more simple folk tunes. Rides on the NBC chain several times weekly. *Keys.*

## QUEENA MARIE

With Graham McNamees

15 Mins.

COMMERCIAL

WEAF, New York

Nice going by a Metropolian opera diva. It's for American Radiator at 1:30 p.m. Sunday nights to ballyhoo heating apparatus and Uncle Sam's new credit terms for home-owners.

No raves and no raps. *Land.*

## HERE AND THERE

Lannie Bailey and Charles Smith gall-married Nov. 16 in Atlanta, both on staff of WGTV.

Dale Winbow has returned to WHEK, Cleveland, to do a 13-week commercial of song and chatter, at 3:30 p.m. for Scott Thomas.

Clyde Kitish, from New York's NBC studios, joining WTAM in Cleveland as program director.

H. B. McNaughton, assistant manager WTAM, Cleveland, recovering from jaw smashed in auto crash-up while driving through Bellevue, O.

Joe, Eddy and Ralph, from WOT in Schenectady, are being groomed by WTAM officials as a new song-and-comedy team to take place of Gene and Glenn.

Alexander Wanamaker now permits time interviews right after his Sunday night broadcasts.

NBC and CBS still bickering over football duplications, but nothing settled.

Adelaide Wright will be back in the air within 10 days.

Dorothy Gilpin, wife of John Gibson, program director for KDKA & Pittsburgh, using Jane Hamilton Joline on her radio column in Mon-Telegraph.

Stan Metcalfe, WNEW, Pittsburgh, protege, on CBS Sunday with Freddy Martin's orchestra.

Boo-and-boos trip, formerly of WCAE, Pittsburgh, may join Bert Dow's orchestra.

Gerald Ellis, former Chicago time broker and now Columbia phonograph exec. in New York on business trip this week.

## New Business

### ROCHESTER

American Maltzine Co., mohairous, Daddy Duck Reads the Fables, Sundays, half hour at 9 a.m. for 13 weeks. WHAM.

Antique Goods Co., soap, Beans Club of the Air, programming, three days a week for 15 minutes at 4:45 p.m. for 12 weeks. Placed by Blackman Co., New York. WHAM.

Coleman Lamp & Store Co., lamps, announcements daily at 12:25 p.m. for 16 weeks. Placed by Ruthrauff & Ryan, New York. WHAM.

Harvey Brothers, lamps, Radio Moore, music and patter, studio, Wednesdays 15 minutes at 11 a.m. for 12 weeks. WHAM.

Polar Drug Co., drugs, Tea Time melodies by transcription, Sundays for 15 minutes at 8 p.m. for 26 weeks. Placed by Stewart, Hanford & Friedman. WHAM.

Radio Drugs Co., drugs, Magic Hour by transcription, four days a week for 15 minutes at 9:30 a.m. Placed by Spot Broadcasting. WHAM.

General Foods, nucca, Round the World Cooking School by transcription, three days a week for 15 minutes at 9:15 a.m. for 13 weeks. Placed by World Broadcasting. WHAM.

John Morrell, dog food, announcements on household hour, studio, twice a week at 9:45 a.m. for 13 weeks. Placed by NBC. WHAM.

Oriental Market, tea, paste, announcements on household hour, three times weekly at 9:45 a.m. for 4 weeks. Placed by Spot Broadcasting. WHAM.

Nicky & Co., shoes, announcements on Household Hour, twice weekly at 9:45 a.m. for 4 weeks. Placed by NBC. WHAM.

Radio Products, cosmetics, drama, transcription, daily for half hour at 1 p.m. for 12 weeks. WHEC.

Sterling Products, Inc., tooth paste, music transcription, daily for 15 minutes at 8:15 p.m. for 12 weeks. WHEC.

General Mills, Inc., cereal, drama transcription, daily for 15 minutes at 8:10 p.m. for three months. WHEC.

Cocoanut Oil Co., drink, drama transcription, four days for 15 minutes at 8 p.m. for 12 weeks. WHEC.

Health Products Corp., Aspergum music transcription, Mondays for 15 minutes at 8 p.m. for 12 weeks. WHEC.

Lippert Myers Co., cigarettes, music, three days for half hour at 9 p.m. for three months. WHEC.

Chevrolet Motors Co., auto, music, Tuesdays for half hour at 9 p.m. for 12 weeks. WHEC.

R. J. Reynolds Co., cigarettes, music, half hour Tuesdays at 9 p.m. and Thursdays at 9 p.m. for 12 weeks. WHEC.

D. L. & W. Co., coal, drama, Mondays and Wednesdays for 25 minutes at 6:30 p.m. for three months. WHEC.

General Foods Corp., cereal, Admar Gold, Wednesdays for half hour at 8 p.m. for 12 weeks. WHEC.

Shell Petroleum Products, gas and oil, football talks, three days for 15 minutes at 8:30 p.m. WHEC.

McFadden Publications, magazine, story, Fridays for half hour at 8:30 p.m. for 12 weeks. WHEC.

### SALT LAKE CITY

Cal-O-Dine Company, 15-minute program, six per week, 18 weeks. KSL.

Forsell Company, spot announcement service. Placed by Walter Bidick Agency. KSL.

Wander Company, Little Orphan Annie, 15-minute program, five times per week transcriptions, one year. Placed by Edward Petty Company. KSL.

Brown Furniture Company, additional 15-minute program, weekly, 62 weeks. KSL.

Ben Lomond Hotel, 15-minute program per week, indefinite contract. KSL.

Pall Mall Tutors, additional 15-minute program per week, 52 weeks. KSL.

Uniquette, 120 spot announcements. Placed by Edward Petty Company. KSL.

Marty Lamp Company, "Millin' Ed McConell" on transcription, 15-minute program per week, 12 weeks. KSL.

South Fisheries, 15-minute program per week, transcription, 12 weeks. KSL.

### DENVER

Tony Ladelle, five announcements each Sunday. KPEL.

Channing's Restaurant, five announcements each Sunday. KPEL.

Bee-Art Co., three announcements daily except Sunday, one month. KPEL.

Music Tailoring Co., five announcements a week. KPEL.

Civic Association of Colorado, 12 political announcements. KPEL.

Kingston Clothiers, 260 run of schedule announcements. KPEL.

Flans, 18 one-minute announcements. A. T. Cross Adv. Agency, Chicago. KPEL.

McCoy's Southerian, three 15-minute transcriptions each week. R. J. Ross Adv. Agency, Kansas City. KPEL.

Harry Steinberg, forster, one announcement daily, one month. KPEL.

National Gas Goods Week (Piggy

Piggy), five announcements daily, two weeks. Thomas & Thomas Agency. KPEL.

Deshaw Theatre, five announcements daily, one week. KPEL.

Prize Sales Co., 100 announcements. KPEL.

Shanghai Tea Room, one announcement daily, one month. KPEL.

Neusteters, five announcements daily, two weeks. KPEL.

Cobb's, Inc., five announcements Sunday, one time. KPEL.

Aladdin, Inc., five announcements. KPEL.

Arvey Apis, one announcement daily, one month. KPEL.

Pine Co., one minute transcription daily, one month. KPEL.

Rocky Mt. Plumbing and Heating Co., five announcements. KPEL.

Woolfson Studios, 300 run of schedule announcements. KPEL.

Acme Five Plus Agency, five announcements. KPEL.

Model Furniture Co., 15-minute transcription daily, one month. KPEL.

Princess Jewelry Co., five announcements daily, one month. KPEL.

Holiday Stoker Co., three announcements daily, one Sunday, one month. KPEL.

Victor American Film Co., one 15-minute program. KPEL.

East Correll, Lincoln, Neb., 300 of schedule announcements. KPEL.

Certified Mineral Crystals, three 15-minute talent programs, one month. KPEL.

Green and White Grill, five announcements daily, three weeks. KPEL.

Frances Jewelry Co., option dept., the announcement service. KPEL.

Public Service Co., three announcements daily except Sunday, one month. KPEL.

Guardian Safety Vault Co., five announcements daily, one week. KPEL.

Giant Cleaners, one announcement daily, five Sunday, one month. KPEL.

Union Mattress and Pillow Co., five announcements daily, one week. KPEL.

Willard Tobin Co., one 15-minute transcription daily, one month. First National Broadcasters. KPEL.

Sterling Casualty Ins. Co., 260 run of schedule announcements. KPEL.

**PORTLAND, ORE.**

Lippens, Wolfe & Company, department store, 20 day time and 13 night time announcements. KOMO.

Conk Super Service Station, announcement service. KOMO.

Chevrolet Motor Company, 15 announcements. Placed by Campbell-Brown. KOMO.

Associated Merchandise, announcement service. Placed by MacWilkins & Alberts Products, announcement service. KOMO.

Mallory Logging Equipment Company, 25 announcements, monthly, six months. KOMO.

A. H. Smith Chevrolet Company, 15 announcements on football team. KOMO.

Associated Oil Company, football broadcast. KOMO.

U. S. Tobacco Company, 32 one-half hour weekly programs. Placed by McCann-Erickson agency, beginning Oct. 10. KOMO.

Portland Retail Druggists' Association, 15 five-minute programs each month, one year. KEX.

Omer's, Inc., 30 announcements each month, one year. KEX.

Johnson Dress Shop, announcement service. KEX.

Coleman Lamp & Store, 26 one-minute transcriptions, placed by Ruthrauff and Ryan agency. KEX.

S. H. McCormick Company, 15-minute daily program, one month. KEX.

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Associated Oil Company, football broadcast. KEX.

U. S. Tobacco Company, 32 one-half hour weekly programs. Placed by McCann-Erickson agency, beginning Oct. 10. KOMO.

Portland Retail Druggists' Association, 15 five-minute programs each month, one year. KEX.

Omer's, Inc., 30 announcements each month, one year. KEX.

Johnson Dress Shop, announcement service. KEX.



# COMMERCIALS

WEEK OF NOV. 6-12

This Department lists sponsored programs on local networks originating independently under the following names:  
All time is p. m. unless otherwise noted. Where no ad exists  
the 120 or more programs they are listed collectively.  
An asterisk before name indicates advertising agency handling  
advertising.

Advertisers—See Building No. (Building) M. (Monday) Tu. (Tuesday) W. (Wednesday) Th. (Thursday) F. (Friday) S. (Saturday)

**ARMED FORCES**  
**STORY LINE**  
Sponsoring Organization  
M-F 8-9 P.M.  
Story Sunday  
Fridays & Sundays

**ARMED FORCES**  
Sponsoring Organization  
M-F 8-9 P.M.  
Story Sunday  
Fridays & Sundays

**ARMED FORCES**  
Sponsoring Organization  
M-F 8-9 P.M.  
Story Sunday  
Fridays & Sundays

**CAROUSEL HITS**  
M-F 8-9 P.M.  
Sponsoring Organization  
Story Sunday  
Fridays & Sundays

**CHARMING**  
M-F 8-9 P.M.  
Sponsoring Organization  
Story Sunday  
Fridays & Sundays

**CHARMING**  
M-F 8-9 P.M.  
Sponsoring Organization  
Story Sunday  
Fridays & Sundays

**CHARMING**  
M-F 8-9 P.M.  
Sponsoring Organization  
Story Sunday  
Fridays & Sundays

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M-F 8-9 P.M.  
Sponsoring Organization  
Story Sunday  
Fridays & Sundays

**CHARMING**  
M-F 8-9 P.M.  
Sponsoring Organization  
Story Sunday  
Fridays & Sundays

**CHARMING**  
M-F 8-9 P.M.  
Sponsoring Organization  
Story Sunday  
Fridays & Sundays

Colonial Broadcasting System  
Presents

## GEORGE GIVOT

The Greek Ambassador  
of Good Will

Every Tuesday, 10-11 P.M.

Guest to Guest

**JOHN DEER**  
and Friends, Inc.

## Jack and Loretta Clemens

WEAF

M-F 8-9 P.M.

Extending

IVORY SOAP

Sponsoring Organization

Bob Martin Productions

## ROY FOX

AND HIS

### BAND

ON TOUR

B.B.C. NETWORK

## LIMIT STEVENS HARMONIES

With George Lubinsky & Friends  
Sponsoring Organization

JOHNSON, COOPER & CO., INC.

Colonial Broadcasting System

## GERSDORF SISTERS

Sponsoring Organization  
Building, Broadcasters Incorporated  
Date 8-10 P.M.

Colonial Broadcasting System

6TH RETURN ENGAGEMENT ON BROADWAY  
WITHIN ONE YEAR

## ROY SMECK

Radio's Wizard of the Strings

RED PALACE, NEW YORK, This Week (Nov. 2)

DIRECTOR HARRY GOLD

**CHARMING**  
M-F 8-9 P.M.  
Sponsoring Organization  
Story Sunday  
Fridays & Sundays

**CHARMING**  
M-F 8-9 P.M.  
Sponsoring Organization  
Story Sunday  
Fridays & Sundays

**CHARMING**  
M-F 8-9 P.M.  
Sponsoring Organization  
Story Sunday  
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Sponsoring Organization  
Story Sunday  
Fridays & Sundays

**CHARMING**  
M-F 8-9 P.M.  
Sponsoring Organization  
Story Sunday  
Fridays & Sundays

## MARK WARNOW'S BORDEN'S 45 MINUTES HOLLYWOOD

Promotion Manager  
of the Year

B.B.C. NETWORK

NBC Presents

## HARRY SALTER

Under All Circumstances

On General Foods Hour On  
Candy Box "The Radio Star"  
W.E.B.D. 11 P.M.

## MOLLY PICON

W.M.C.A.  
Wed. 7:30 P.M.  
JELLO  
G.E.M. 98000

## EDDIE MILLER

Paul Draper, Leading Member of  
Radio Broadcasters, Inc., agreed  
to speak at the W.M.C.A. meeting

Wednesday, Nov. 7, 1934

Let the W.M.C.A. members hear him

At the W.M.C.A. meeting Nov. 7, 1934

At the W.M.C.A. meeting Nov. 7, 1934

## HEATHERTON

W.M.C.A.  
Wed. 7:30 P.M.  
JELLO  
G.E.M. 98000

## EMERSON GILL

NEW ORCHESTRA  
MOTEL WEBSTER HALL  
DETROIT  
MI 4-444444

## VIVIAN JANIS

W.M.C.A.  
Wed. 7:30 P.M.  
JELLO  
G.E.M. 98000



## Bands and Orchestras

Week of Nov. 5

Permanent address of bands or orchestras will be published without charge.

No charge is made for listing in this department.

For reference guidance, initial capitals represent: H—hotel, T—theatre, P—park, C—cafe, D—dance hall, B—ballroom, R—restaurant.

As far as possible, street addresses in large cities are also included.

A

Anderson, Irving, Congress H., Chi.  
Ardelton, L., Madison Village C. L. A.  
Andrew, Chas., MCA, Chicago  
Alfredo, Al, 223 Arthur Ave., Bronx, N.Y.  
Albert, George, Lyndhurst Pav., Sun-  
der's Lodge, N. Y.  
Albert, U. J., 26 Liberty Rd., Newbury  
Anthony, A., 102 E. 6th St., Flint, Mich.  
Andrus, Eddie, 102 W. 12th St., Newark  
Antonio, Henry, 905 Broad St., Newark  
Antonietta (Wm. Hughes), 404 Dixie-Mae  
Athen, N. Y.  
Antonietta (John Kelly), 25-15 42nd  
Ave., Bayville, N. Y.  
Ansel, Lou, KVL, Tasmania, Wash.  
Ansley, J. L., 42 C. B. Building,  
Archibald, George, Grove, L. A.  
Ash, Paul, c/o MCA, Chicago  
Atkins, Paul, 2010 Park Ave., Des Moines  
Atkins, Sam, 1000 Park Ave., Des Moines  
Austin, Dr. Wm., M-G-M Studio, Culver  
City, Cal.

Bachman, Lou, 311 N. Central, Chi.

Baldwin, Eddie, 205 Sheepherd H., Sher-  
burne, Ore.

Baffi, Louis, Louis C. A.

Baird, Harry, 100 W. Franklin

Baird, Harvard Crystal T., Knoxville,

Duluth, Minn., MCA, New Orleans

Barnett, W. H., 205 North St., Jackson

Barrington, Dan, C. Albin, Chi.

Barnett, Chas., Park Central H., N.Y.C.

Barnett, Eugene, 102 W. Rockwell

N.Y.

Barris, Harry, Casino Gordon, Ocean

Party, Atlantic City, N. J. C.

Bartsch, Henry, 102 W. 8th St., Phila.

Bartow, Herbert, 105 Fifth Ave., N. Y. C.

Bassis, Jim, 63 1/2 W. 14th St., Newark

N.J.

Bates, F. J., 51 Ormond St., Rochester

N.Y.

Bates, Duke, 200 Rose St., Reading, Pa.

Bates, Ed, 101 W. Broad St., Cleveland

Bates, Ed, W.M.C.A., B.F.P.

Bates, Walter, NBC, N.Y.C.

Battaglia, Tom, 102 W. 8th St., Washington

D.C.

Beecher, Keith Stevens, N. Chicago

Bellino, Leon, Cafe de Paris, N. Y. C.

Bellino,

## Reply to Dissolution Suit

(Continued from page 51)

members of ASCAP, the MPPA and the MIDA.

4. That any of the acts complained of by the U. S. are unlawful, but that to the contrary, the Federal Trade Commission, the Department of Justice, various Congressional committees, as well as federal and state courts have by decision and other means cleared the majority of the Society in its efforts in the legitimate business of protecting copyrights against piracy and granting licenses for its members to the purveyors of music for a profit.

5. That the MIDA no longer exists and that its directors ordered it dissolved long before the Government filed suit.

6. That the 24 members of the ASCAP board of directors have and do in fact dominate the music business. This section of the answer recites in detail how the Society came to be founded. Organized Feb. 23, 1914, by 10 composers and four publishers, it now has a membership of 778 writers and 162 publishers. Section six relates the method of electing the directors and the terms of membership admission, and then proceeds to describe how, up to 1914, the piracy of copyrighted works was rampant throughout the U. S. and how associations were formed to extend the copyright owner's right to collect a fee for the performance of his work. Also how, since the formation of ASCAP, no author or composer of music has been permitted to be buried in a pauper's grave and how the Society has provided for indigent members and their families. The section further recites how the development of the cabaret, the motion picture, the dance hall, vaudeville theaters, etc., had made music a profitable medium for the operators of these places, and that the individual writer was empowered to deal with the infringers, and recites how the Society brought one resolution after another, was able to enforce the copyright owner's right to collect a fee for the performance of his work. Also how, since the formation of ASCAP, no author or composer of music has been permitted to be buried in a pauper's grave and how the Society has provided for indigent members and their families.

7. That the MIDA restricted the use of ASCAP music.

To the U. S. allegation that ASCAP would only issue a blanket license and one covering all or a side number, the answer recites that the fact is that ASCAP members scattered all over the world and thousands of songs of different authorship, nationality, character and taste used daily by each branch of the amusement business makes the latter system impractical. Issuing a blanket license also saves Society and expense of attorney fees, performances are licensed all over the country to learn whether the works of its members are being pirated. Society, states the answer, never had an application for individual numbers until the NAE, defeated in its attempt to obtain legislation detrimental to the Society, convinced about a dozen large numbers in order to use such negotiations as a basis of complaint.

8. That it ever granted licenses or dealt with entertainers or groups of entertainers, but, to the contrary, the ASCAP policy has from the inception of organization been to deal only with commercial place operators for a profit and with broadcasters.

### No Agents

9. That the Society maintains agents all over the country to enforce its demands. Answer states that under the necessity of protecting its rights ASCAP has employed attorneys in good standing and of good reputations in the various Federal districts.

10. That ASCAP had anything to do with the formation of the MPPA or in any way attempted to interfere with its business affairs, operations or policies, or the selection of its officers. To the contrary, states the answer, the two organizations are separate entities and have nothing to do with one another.

11. That MIDA was organized with the connivance of ASCAP. Answer further avers that ASCAP had nothing to do with the MIDA operation or demise.

12. That in order to prevent suit for infringement of copyright it is necessary for radio stations to obtain the consent of the owners of the copyrights that they wish to compete.

13. That the success or failure of the station depends upon its ability to obtain permission to broadcast musical numbers, and any interference therewith constitutes restraint of trade. Answer further avers that there is no such thing as competition in performing rights, for the reason that each composition is in a class by itself and that the commercial value of the performing rights in a song lies in its use in combination with and as part of a

mixed composite program. Users of music, states the answer, claim that perfect payment in made the copyright owner when they exploit the number, notwithstanding the fact that the constant broadcasting of a particular composition destroys its popularity and diminishes the writer's securing royalties through other means of production and exploitation.

14. That by means of combinations and conspiracy the Society has acquired control of broadcasting as a means of appraising the people of musical compositions and the works of non-ASCAP writers and publishers. Answer points out that radio, instead of employing writers to create music for it, simply waited for music of authors and composers to be popularized by publication or presentation on the stage and thereafter used the music as published or popularized by others. Instead of radio popularizing the music, the constant plugging of the compositions has shortened the life of them and has resulted in a tremendous decrease in royalties received from the publication of sheet music and the primary source of income that the copyright owner can now look to for his works in broadcasting and the other media performing music for a profit. Under the copyright law the owner has an absolute right to refuse radio or any other media the use of his works and that the activities of the broadcasters have been limited to what have been and are limited to take the music without paying for it.

15. That the society's self-perpetuating board of directors has the exclusive control and operation of the society and that membership is restricted to those approved by the directors. Answer declares that composers and authors throughout the world have been permitted to become members for protection and issuance of performance licenses through central agency. In no case throughout the world do the users seek the dissolution of such agencies or desire an opportunity to deal separately with copyright owners as they may pay. Were it not for the society not a single one of its licensees could hope, if he conducts his business according to his own methods, to succeed, to negotiate with individual copyright owners and secure as wide a selection of music as is available under the society's license for anything like the present cost. It would be physically and financially impossible for the average broadcasting station to negotiate for individual licenses with several thousand different copyright owners located all over the world with which the U. S. Through 1928-1932 the radio set industry has garnered from sales around \$3,500,000, while the sale of time to advertisers has since 1927 advanced with such leaps that the networks and stations in the U. S. are expected to take in from this source during 1933 over \$100,000. From 1927 to the end of 1932 the gross sales of records have shrunk more than 70% the sale of phonograph records has dropped over 50% and the piano-roll industry has practically vanished.

16. That radio stations must accept all terms and conditions imposed upon them by the society for the right to broadcast musical compositions. Answer declares that stations owned 50% by newspaper owners have granted special rates. Reason for this is that newspaper-owned stations do not sell advertising on any substantial scale and, to the contrary, are operated as semi-public media for the dissemination of news and other matters of general interest. In answering the allegation that ASCAP restricted stations as well, the society states such instances are few and that such compositions are withdrawn only when the continued radio broadcasting of such numbers, if not restricted, would destroy the stage or symphonic rights of the members in such works; that the society by virtue of the rights obtained from its members is bound in fairness and good conscience to do nothing that will destroy the rights reserved to such members that dramatic-musical compositions currently successful on the stage are produced at great investment, sometimes as high as \$200,000 or \$300,000, and that if broadcasters were permitted to perform unrestricted works that are part of such productions the desire of the public to attend such musical events would be destroyed. For that reason the society, at the instance of individual members, restricts from indiscriminate broadcasting, from time to time, such musical compositions.

17. That through the alleged conspiracy radio stations have been discouraging record companies using the services of non-ASCAP members and ASCAP has also prevented non-member writers and publishers from being compensated for the right to publicly perform.

18. That through the alleged conspiracy radio stations have been discouraging record companies using the services of non-ASCAP members and ASCAP has also prevented non-member writers and publishers from being compensated for the right to publicly perform.

## Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation of the songs most played on the major networks last week, in relative standing, according to the number of combined plays on WEAF, WJZ and WABC.

Lost in Fog	27
Out in Cold Again	25
Must We Say Goodbye	21
The Continental	21
Still My Heart	18
Stay Sweet as You Are	16
If I Had Millions	17
Pop Goss Your Heart	17
Rain	15
Happiness Ahead	16
If You Love Me	16
P. G. I Love You	16
Sweetie Pie	16
You're a Bratler Upper	16
Don't Let Butter You	15
I Saw Stars	15
Water Under Bridge	16
Isn't It a Shame	14
I'm Growing Fonder of You	12
An Earful of Music	12
Love in Bloom	12
Midnight, Stars and You	12
Two Cigarettes in Dark	12
Differences Day Made	12

\* Same last week—Inadvertently.

## WCAU Artists Bureau Keeps MCA from Grab On All Phila. Dates

Philadelphia, Nov. 5.

Fight between MCA and Minnie Banks of WCAU Artists' Bureau to control the booking at the Arcadia International in Philly is running at a deadlock. MCA bookings were Guy Lombardo (as the sponsor) and Buddy Rogers while Banks through WCAU's Artist Bureau has scheduled Steppenwolf and Budd and Ted Black's orchestra this week and Kate Smith is follow on the 19th. Also penciled in is Morton Downey.

Mitory remains the only one in town sporting a concert.

### Montreal Bookings

Meyer Davis-Bobby Sanford have booked a big Boar show into the Club Lido, Montreal, to open Nov. 8. Show numbers 15 people in all. Davis-Sanford also booked acts in the Stanley Grill, Montreal, around the same time.

Johnny Stewart at the Montreal Press Club with the showhouse composed of Ruth Colman, m.c., Three Jordan Sisters, Samaria Christie and Dolly Sisters.

## Arbitrary Limitations of Sustaining Pickups of Bands Starts Argument

Application of the rule restricting hotel and cafe bands to four sustaining broadcasts a week may be postponed by the New York musicians' union until several name bands in the metropolitan area have been able to air their grievances against the measure. These combat demand that the regulation, which was passed at a meeting of band leaders last week, be reopened for further consideration. Recalcitrant masters agree the rule as unfair to them and charge that it was railroaded through by a group of orchestra leaders who have minor standing in broadcasting.

Action of the dance band men was in line with local MPA's new policy that each branch of the business do its own legislating. Under the regulation adopted last week a dance unit may not do more than two pickup broadcasts over any one network or local station during the week. In any event the maximum number of programs allowed from a spot is four per week, with the bands free to choose their broadcast alliances as long as it isn't the same one more than twice a week.

Networks have expressed themselves as favorably disposed toward the rule. It relieves them of scheduling obligations and permits them to give the listeners a wider variety of bands. In the case of the CBS Artists' Bureau, particularly,

## DeSylva, Brown, Henderson Shingle Coming Down; All Crawford Now

### Joe Hiller Comes Back With New Pitt, Nitery

Pittsburgh, Nov. 5.

Joe Hiller, at one time representative for Waterson-Dorff-Snyder, but more recently a night club operator here, is swinging back into action next week after a temporary retirement of two years. He's opening a downtown spot which he will call the Music Box. It's on Liberty avenue, in a basement formerly occupied by a cafeteria.

Last cafe Hiller operated here was Show Boat, which he ran for two years, part of that time with Eddie Klein, who's now running the 400 Club here.

## LIFE'S SETS BACK W. G. NITERY TILL NEXT YR.

Joe Moss takes over the Winter Garden, the Shuberts' Broadway house, next year instead of this season in view of the unexpected click of "Life Begins at 8:45" and will convert it into a cabaret.

Moss' partner is the Hollywood restaurant, Jacob Amron, will not be in on this venture.

A picture name is being negotiated for to head the new cabaret-theatre.

## Detroit Niteries

Detroit, Nov. 5.

The Club Roberts, managed by the three Roberts Brothers who appeared here at the Powhatan Club, opened last week in the redecorated and remodeled coffee shop of the Hotel Detroit.

Nice business opening week in all clubs except Penthous, Manhattan and Webster doing poorly.

Another opener, the Pioneer, former popular speakeasy, has been turning them away since it opened two nights ago.

### ORIOLE TERRACE CLOSES

Detroit, Nov. 5.

Several acts were left idle here last week when the Oriole Terrace hung a "closed" sign on the door. Club was under the management of Moe Lipsitz.

Leo Edwards added to professional staff of Ager, Yellen & Bernstein.

Nobie Crawford, president of DeSylva, Brown & Henderson, Inc., is dropping that firm name and changing everything to Crawford Music Corp. That's been a subside unit heretofore to handle standard stuff, with the major firm name continuing as DeS., B. & H., after the original founder-members of the firm of which Crawford was the fourth co-partner and president.

After one of the most signal successes in the annals of the pan alley, B. G. (Buddy) DeSylva, Lee Brown and Ray Henderson had a falling out which he will be handling team. This was when the trio had essayed filmicals during the 1929 picture musical boom, at which time DeSylva, a native California son, expressed favoritism to Hollywood and an extended film career.

Since then Brown and Henderson have also split up and the trio is now divided into three separate camps, each writing with new partners. (In this respect the DeSylva, Brown & Henderson branch rivals the Ager, Yellen & Bernstein, Inc., of which Jack Yellen is no longer a member through having fallen out with his writing and business partner, Milton Ager. Once previously, also, Henry Waterman alone comprised Waterson, Berlin & Ted Snyder, the latter Irving Berlin and Ted Snyder left the combine.)

Crawford has on various occasions dreamed of regaining what him in the greatest songwriting combo in the business, and has even entertained offers on behalf of the trio for pictures, only to find that each had other plans and that another series of DeSylva, Brown & Henderson filmicals was out of the question.

Since then Harms, Inc. (or affiliates) have published the songs of these writers when they did legit shows.

Currently, "Say When," musical by Jack McGowan, Ray Henderson and Ted Koehler, is being published by T. H. Harms Co. (a branch of Harms, Inc.), but the copyrights of the songs are vested in A. L. Burman, attorney for Henderson, who, incidentally, is also legal mentor to Lew Brown. latter's forthcoming "Calling All Stars" because of his Warner Bros. financing, will be published by Witmarks, a WB subside, which, too, is an ally of Harms.

Crawford, since losing the trio of stars who lent their names to his firm, has been fostering other songwriters, notably Mack Gordon and Harry Revel who, while working for Paramount, are exclusively published by Crawford and not via Famous Music, which is a Par subside.

Crawford goes to Hollywood Nov. 19 for another business trip.

## Pitt. Band Shifts

Pittsburgh, Nov. 5.

Bestlessness of band situation at William Penn hotel exemplified again with withdrawal of Jack Pettis' crew after four weeks in favor of Paul Pendarvis, who returns to Chatterbox Monday (12). Pendarvis was at the Penn for couple of months this summer.

Jerry Mayhall followed him in with a local band and when Mayhall decided to become musical director of Alvin theatre, the hostelry signed Pettis. latter had to use Mayhall's men for three weeks due to a contract with musicians' local.

Pettis, who has been doubling between William Penn and exclusive outfitting spot, Towne Club, will continue at latter place. Pendarvis returns for an indefinite stay.

### Lopez \*Storming

Beverly Hills, Nov. 5.

Vincent Lopez closed his engagement at Beverly Wilshire hotel Sunday (4) and goes on tour. First stop is Casino Gardens at the beach for one night (4).

Hostelry not decided yet on incoming combo.

Sam Rubin, publicity man, associated with Paramount-Detroit Theatres, and more recently with Geo. O'Brien as his press rep., has become a partner of C. E. McIntyre in an ad publicity agency.

## NIGHT CLUB REVIEWS

### Palais Royale, N.Y.

Ben Marden has a good opportunity with the Palais Royale in a famous environment on one of the most centrally located corners of the world, Broadway and 48th. If he goes away from the mass show idea which the Hollywood Paradise, Casino de Paree, et al., essay,

If Marden were different, gave 'em that crack Dorsey Bros. sanitation and a smart, bright little show—forgetting all about the modern revue, the production, the dance, the choristers—and emphasized the idea that from 7:30 to 8:15 the diner may see a satisfactory pre-theatre diversion—he would do lots better. The idea of getting 'em out for the show—which is why so many are in the midtown scene. In the place of something which the lavishness of the competitive, nearby spots can't undertake.

Hollywood, Paradise of Casino, for example, give out so generous a show that both the establishment and the public know that a film, at best, may be taken in after they get out of these elaborate cabaret-theatres.

Hence the Palais might do itself plenty of good by inviting to that bunch who might enjoy a leisurely 7:30-8:30 dinner, with a little dancing and a few acts, and know they can get out of these elaborate cabaret-theatres.

The show as unfolded currently is elaborate enough but somehow missing. The ingredients are there, but lacking. These same ingredients—Morris, Dorsey as the star, Danny Kaye, etc.—are the same, and show-face that he is, plus a few other acts—could combine into a pip of a show. After theatre it may be permitted to run wild, but the same frugality of time and talent would be smart, just for contrast to the plenitude that others elsewhere in the midtown maintain.

Instead, the McGlinns and Flecks revue runs on and on. There are the Tick-Tock Girls, a femme Yacht Club combo, whose stuff is as you-like-it. Some of their wavier verbiage is a question.

Marden and his troupe are the dance team. Name, though, is a steppin' stone who reminds us of a femme Hal Levey; she also leads some of the numbers. Kay Weber warbles in front of the crack Tommy and Jimmy Dorsey Bros. orchestra. Bob Crosby (Ding's brother) is also here for a specialty program. Ann Graham, from the line, also works with Crosby in some of the business.

The Pearl Twins are others prominent in the personnel with their cute song-and-danceology. Downey registers to the extent of 10 or 12 numbers, working smoothly and very well, even on a safe floor with the mike not obliterating his personality. His "Two Cigarettes" and "Never Had a Chance" medley is a nifty coupling and the audience requests leave no doubt as to his marquee appeal. Downey's in here on an indef book-ing.

Among the production outstanders is a hula finale with native Hawaiian girl among the leaders, although the general ensemble in this instance is chiefly eclipsed by the nifty costuming and staging.

Some of the facilities are holdovers from Marden's previous abode, including the Lost in a Fog which, by now, a familiar albeit worthy air, could be curtailed to advantage. There are about 36 girls, including a half dozen nudes.

For that nude stuff that's gone on at nude schools also. It was dated already last season, minds of Godiva gag on the white horse-folks haven't seen a horse for so long.

Marden, of course, has other ideas about the Palais. He was going to blow the spot all over and concentrate on the Riviera. That Englewood, N. J., roadshow has closed, however, meantime, what the election's everything. It may reopen for the holidays as it's a pet idea of the cafe man to run

it the year round. It's been a summer top money-getter. Another Marden idea is an elevated platform for the show—a good idea, a la the Paradise.

Palais still has an undesirable hook advantage in that \$1.50 dinner (it's \$2.50 minimum at roadside, no convert). Cuisine is good and if the show is brightly paced he can do all right in face of much stiffer overheads for show, bands, etc.

Abel.

### CUBANACAN, N.Y.

This near-Harlem niterie with a McCoy Havana atmosphere is one of the most novel site spots in New York. The minute it should run its course, it will be gone. And it will lose its charm. For the chief appeal is the authenticity of everything, from the native Cuban Don Rafael orchestra to the Cuban rum drinks and Havana cuisine.

Ramon Sabat had an idea with the Cubanacan last season in expressing something different in Latin entertainment and started putting it over on the strength of a rum band an unusual atmosphere so much so that Ophelian and Plimpton, that berserk rumba combo was lured away by the Shuberts for the 8:45 revue at the Winter Garden. This season he should clinch the spot.

Currently Rodrido and Lila, tangostors; the comedy ABC Trio, who've been around these parts for years; Jimmie and Artie, the rum-bands, and the band to their staff. Sabat is an affable host and m.c. In one, doing a sort of Cuban Don Rafael in greeting his customers and presenting his show. Wisely the band, because of its novelty, is given fullest opportunity to edify the audience, and that rum rhythm usually means the most lethargic feet. Hence the show is kept trim, but while it lasts it's fast and furious.

Some unusual native Cuban dishes will intrigue the hunter after gastronomic novelty after having already found this novel corner of Harlem in Florida. No cover and tarifa quite reasonable. Come for the midnight whoopee; it's reallyizzling then.

Abel.

### Netherlands Bar, N.Y.

This is the new bar of the Hotel Sherry—Netherlands and deserves some distinction for the record illustration of the speakeasy influence on 1934 night life. This room, one of the most elegant of the staid hostelry's cocktaileries, is definitely in the Urbanesque motif which first cropped up in the drinking restaurants of 1931-32 just before Prohibition.

It was the evolution from post-Voestland jazzium up until the 1929 debacle when Wall street laid an egg and people got their wits together. Those that had anything left to spend wanted to indulge their lighter moments in less bizarre, less hectic and more subtle surroundings. This time about these lavishly upholstered chairs, aways, some costing as much as \$70,000 to outfit (only of those fell beneath the ire of the enforcement squad during an era when gearless indulgence against likker sellers seemed to be generally accepted) and from which has now come these equally tastefully done bars, these lounge rooms.

Hotels, under legal auspices—and rightly so—are capitalizing on a habit created, built up and nurtured under less comfortable circumstances. It can only be to the credit of the hotels if they foster patronage by dispensing choicer brands of vintages, maintaining general high quality, insuring circumspect service and offering other embellishments in talent or some sort of divertissement.

The hotels can well do so for they are still getting a speakeasy tariff for their liquors and haven't had

any of the headaches and travail af protection' and bootleggers to contend with since Dec. 5, 1933.

Netherlands bar seems to recognize this, for it's one of the nicest locations on 4th avenue and 59th, right on the corner, opening on the street, and with a large, lighted terrace cafe which is the top spot imbibing around town, and should become 'the' location of the establishment but for the common psychology of the public against getting off the main floor for anything.

Done in a beautiful green and black—relief from the red and blues, it features a peripatetic piano bar, under Maxfield and his gypsy ensemble, the intriguing personality of Gypsey Marhoff and her accordion, Harry Lennox and his guitar and voice, and Maximilian and his violin.

Abel.

### THE BARN, BALTO

Baltimore, Oct. 31.

This room in the Lord Balto hotel was originally unvoiced as a niterie last winter during the post-rep' blare, and did well till the heat of summer drove the crowds into outdoor spots. This season room has been subjected to an overhauling and has been labeled Terrene Club, has been changed to The Barn. Nothing, however, bucolic about the root; no hoke effects; strictly close in men and apparel. And this has been bousing since the start.

"Sleepy" Hill's 12-piece orchestra excludes the dance music, which is in the hands of a small crew for reasonable rations, has already built a following that is making itself felt. Floor shows are changed weekly, booked in by the new Meyer Davis-Bobby Stanford combo, a budget set around \$250. Currently, entire show consists of Gypsies, Family and Family and smaller vocal dance fashions. Finally seems to have gone swank in billing for this niterie date; in its vandals appearances here, simply spelled tag "Gray". Consists of four comely girls and two lads disporting in a 20-min. display of solo, duo, trio and ensemble songs and struts.

The group is nicely costumed (there are several changes) in togs that look no glossy the clothes must be getting a break-in here. Show was received with but polite attention and, although but a small underworld in this environment, in Baltimore the masses greet all entertainment with vociferous hand-clapping, and the classes just look on. And this is a class camp.

Three shows, slightly, one at the dinner hour. No cover, \$1 minimum during week; \$1.50 through weekend. Total 12 pieces, dressed at a buck and a half that's pulling plenty customers in early hours of evening. Wines, liquors and food the best hostelry has to offer, and just about as good as town affords.

### CASCADES, BOSTON

Boston, Oct. 26.

In spite of a rash of niteries in the Hub this season with door shows in nearly every basement and roof, this pop priced stand atop Hotel Bradford is more than holding its own. Maybe the green-white-combo minstrels, clowns, decorations and the new "Sweetheart Bar" help, but the bag of entertainment unloaded here this week is as good as they come in the book and bean town.

Even before the show takes off the side club regular realizes he's seeing something new. There is a c. j. Joe Riles, vet hetero waver and entertainer, working with a 10-piece orch, has m.c'd many a stage, club and radio show, but at the Cascades he eliminates himself as head man and throws the show into the performers' laps. Only once does he cut into the proceedings, to introduce Poetry Lipson, guitarist from band who snakes his bit with balled which cues Ruth Spaulding, seated at table, for wobbly solo that clicks. To complete net production gag, hand leader steps down from rostrum to invite

(Continued on page 57)

## N.Y. Hotel and Nitery Biz Big All

### Over; Conservatives Mull Attractions

#### 35-HR. WEEK UP

#### Publishers Consider Adoption of Short Month

Standard publishers will meet Wednesday (14) to decide whether they will agree to the 26-hour work suggested for the music industry by the NRA administration.

John G. Paine, chairman of the Music Publishers Protective Association, has written P. A. Murkland, NRA administrator for the publishing industries, that his organization would prefer that the entire contingent of five pop delegates to the code authority be elected from the ranks of the industry and that the MPFA as an association be left out of the election altogether.

In refuting conclusions submitted by the NRA law department Paine declared that the MPFA as an association—at no time had anything to do with the preparation or presentation of the pop publishers' code and subsequently he saw no reason why the MPFA should be bound by the code of ethics set up by the board. MPFA, said Paine in his letter, has never functioned as a trade body but rather as a protective association, and that even though the code of ethics embodied in the music code is part and parcel of the MPFA's by-laws there is no reason why that organization should be made to conform to the rules and regulations laid down for trade associations by the NRA.

NRA law department had the week before demanded that the MPFA modify its constitution so as to make it give with the trade association regulations of the NRA. Among the things objected to by the NRA was MPFA's scale of dues, the penalizing rights it holds, and the salary paid the chairman. "Song Sharks"

In his letter to Murkland Paine averred that, although he wasn't disposed to have arrangers included in the code, some provision ought to be made to cover the "song sharks" in the business. These "song sharks," said Paine, call their business a service in which they offer to do the arranging of a composition for novices. It was his opinion that the code should not be altered so as to allow this element to escape any of its rigid provisions.

Indications are that the NRA will yield a point to the music industry and allow the publishers a 36-hour week. Standard men as represented by the Music Publishers Association of the United States are insisting not only on this concession but the right to elect four or the five standard delegates to the code authority out of its own ranks. As it now stands the code allows the MPA three reps to this board.

Hollywood restaurant, on the Troy-Rensselaer road, playing a floor show featuring Lester Lanamente and Freddy Engel's orchestra.

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"From the Side Date", "KID MILLION", "graduation in  
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"YOU HEAD ON MY SHOULDER",  
"AN ELEGY OF MUSIC",  
"OKAY FEET".

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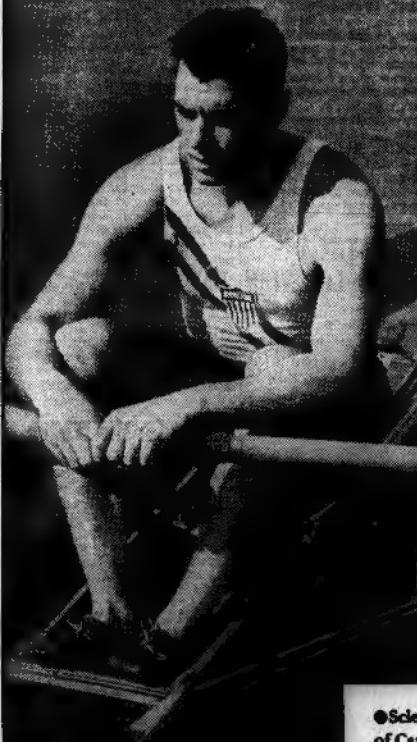
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